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... on Page 81

22ND year

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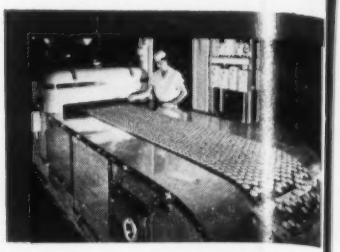
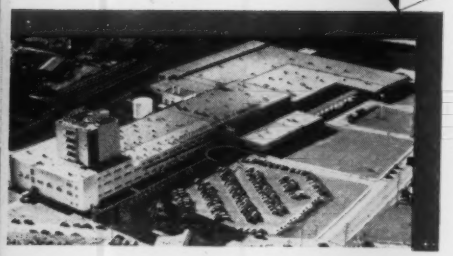
KMBC·TV
KANSAS CITY, MISSOURI
CHANNEL 9
CBS
KMBC
KMBC
REPRESENTED NATIONALLY BY FREE & PETERS, INC.

ARTHUR B. CHURCH

32 years of radio—20 years of experimental television in Kansas City—truly one of the great pioneers in broadcasting. As president and founder of KMBC, 6th oldest CBS radio affiliate, he gives Kansas City one of the nation's finest radio and television centers as KMBC-TV goes into operation on channel 9 with the CBS Television Network, sharing time with WHB-TV.

XUM





NATIONAL BISCUIT COMPANY DOES A COMPLETE JOB

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

The National Biscuit Company name dates back to 1898. But its history really began in 1792, the year Theodore Pearson began making a thick, hard cracker known as "pilot cracker" or "ship bread." Pearson's bakery eventually became part of the National Biscuit Company.

Today NABISCO is the world's largest baking company, selling to practically every retail outlet in the U.S.—an achievement based on skill, experience and rigid quality control.

In its field of broadcasting, Havens & Martin, Inc. Stations stand as pioneers and leaders. WMBG, WTVR and WCOD comprise the first and only complete broadcasting institution in Richmond. Year after year, the people living in the rich areas around Richmond continue to be served with the finest entertainment and public service. Advertisers, too, are familiar with the fine service and good results that come with the First Stations of Virginia. Quality and service always pay off!

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

in Phoenix and . . . . in Central Arizona

it's an EASY CLIMB to Higher Sales Volume with KTYL-TV

HERE ARE THE MAGIC MERCHANDISING KEYS IN ARIZONA that will ring up spectacular results for your client's products in the nation's most prosperous economic area!

- **PRIMARY NBC** programming and DuMont!
- **ANTENNA HEIGHT** 1550 feet above average terrain . . . *four times higher than any other Arizona station!*
- **COVERAGE AREA** blanketing 63.2% of the state's free-spending population!
- **UNPARALLELED RECEPTION** . . . including a clear picture in areas where other Arizona stations don't even register a signal!
- **MERCHANDISING** department that not only talks about merchandising, but actually gets the job done! (Note: Ask your Avery-Knodel man for proof of the remarkable sponsor cooperation techniques that KTYL-TV has perfected with smashing success.)
- **PROGRAMMING** — network, live and outstanding film packages — that's pulling in an avalanche of fan mail and "rave" notices from local TV editors!

ARIZONA IS FIRST*

. . . in Retail Sales Growth
. . . in Population Growth
. . . in Per Capita Income Growth
. . . in Employment Growth
. . . in Bank Capital Growth
. . . in Truck Registration
. . . in Farm Income Growth

*Source: *Research Department, Valley National Bank*

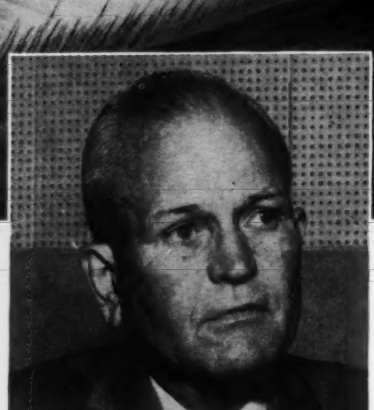
NBC and DuMont Affiliate for Phoenix and Central Arizona

KTYL-TV

First in Everything That Spells More Sales!

See your Avery-Knodel man . . . or Phone or Wire Collect to KTYL-TV, 4420 N. Central Avenue, (AMherst 6-4483) Phoenix, Arizona

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



A. B. Jolley is also farm editor of The Dallas Times Herald.

KRLD'S RURAL PROGRAMMING IS TOPS

- ★ Big D Jamboree
- ★ Stamps Quartet
- ★ Texo Hired Hands
- ★ Johnny Hicks Hillbilly Hit Parade
- ★ Renfro Valley Gatherin'
- ★ Farm NEWS and Weather Reports

Texas' Foremost Agricultural Authority

A. B. JOLLEY joins KRLD

The nationally known former Dallas County Agent, with more than 30 years' close working relations with the Farmers of North Texas and Southern Oklahoma, beams his programs straightaway to a giant farm and small town market cemented into one great and loyal listening audience by KRLD-50,000 Watts Power • KRLD-TV-100,000 Watts Video, 50,000 Watts Audio.

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

KRLD • AM • FM • TV

EXCLUSIVE OUTLET FOR CBS NETWORK RADIO AND TELEVISION PROGRAMS IN DALLAS AND FORT WORTH

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

The Branham Company, *Exclusive Representative*

closed circuit

PURCHASE OF WINS New York from Crosley Broadcasting Corp. by J. Elroy McCaw and Theodore R. Gamble, West Coast broadcasters, in final stages last week. Price for New York independent on 1010 kc with 50 kw reportedly is $500,000. Simultaneously, reports current that Messrs. McCaw and Gamble are negotiating for purchase of KLAC-AM-TV, Los Angeles independents, from Mrs. Dorothy Schiff, publisher of *New York Post*. KLAC operates on 570 with 5 kw day, 1 kw night, and KLAC-TV is vhf Ch. 13.

★ ★ ★

THOUGH IT WAS originally planned that President Frank White would head NBC delegation to radio affiliates' meeting in Chicago next Monday, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, reportedly has now decided to make trip himself and detail nework's radio plans a la his now-famous "Princeton performance" which quelled incipient uprising among NBC-TV affiliates in late May. Whether President White also will attend is now uncertain.

★ ★ ★

WITH CONGRESS scheduled to quit within fortnight and with no word from White House, question arises whether President Eisenhower will name seventh member of FCC as "recess" appointee. There is no explanation for holdup and top candidates were maintaining close contact. Names still heard (with no dissent from official quarters) are Charles Garland, KOOL Phoenix; Robert J. Dean, KOTA Rapid City, S. D., and J. Paull Marshall, attorney and member of Maryland House of Delegates.

★ ★ ★

THUS FAR, FCC hasn't collided with 3-3 deadlock, which is possibility since retirement June 30 of Comr. Paul A. Walker. Because they are fearful of impasses, Commission members have looked forward to appointment of new man. Tie possibility was eliminated last week when Comr. Robert T. Bartley took off for 10-day vacation.

★ ★ ★

ALTHOUGH Dr. Allen B. DuMont officially says he hasn't made up his mind yet whether to appear in opposition to NTSC and RCA-NBC petitions for compatible color TV, his private remarks indicate he doesn't think $1,000 price for initial color receivers meets FCC criterion that sets be within reach of the "great mass of the American public." And, he insists that no one has a tri-color tube yet that is anywhere near ready for commercial production.

★ ★ ★

REPORT THAT FCC's being swamped with complaints of uhf licensees over failure to get network affiliation sent Station Relations scurrying into their statistics. Result, last Friday, showed ABC-TV with 38, of which 13 are labeled "basic"; CBS-TV with 19 primary affiliates (also feeds to some others); DuMont with 37 overall; NBC-TV with 28 affiliates of which 18 are primary. Statistics include construction permits as well as operating outlets.

★ ★ ★

McCARTHY BILL (S-2125) proposing recordings and filming of everything going over air is getting slow brush-off. Senate Interstate & Foreign Commerce Committee does not intend to force issue. That's also position of its author, Sen. Joseph R. McCarthy (R-Wis.). Committee, before it could give bill even second look, must have FCC's comments first. FCC has draft of proposed reply before it but has yet to approve and transmit to Senate.

★ ★ ★

ACTION ANY DAY now on appointment of new GOP secretary of FCC. With Democrat T. J. Slowie committed to depart when successor is named, FCC is screening final list. Under consideration are Col. William B. Campbell, veteran communications executive now on active duty with Signal Corps, Mary Jane Morris, staff attorney and ardent Republican worker, and Sam Dodd, now with WIKY Evansville, formerly in office of Sen. Homer Capehart (R-Ind.).

★ ★ ★

PLAGUING independent agencies since administration change has been difficulty in getting qualified executives for key posts heretofore filled by Democrats. FCC is no exception, notably as to general counsel. While list of candidates has been screened, best qualified are "not available." It may come to point where FCC will find it necessary to promote from within and with only secondary consideration being given to patronage factor.

★ ★ ★

WHAT MAY mark first entry of airlines into commercial TV competition expected with indicated filing of an application for Miami (Ch. 10) by G. T. Baker, president of National Airlines. He is resident of Miami and reportedly has counsel for preparation of application. Other applicants for Ch. 10 are WKAT Inc., L. B. Wilson Inc., North Dade Video Inc. and David Haber (WFEC).

★ ★ ★

NBC HOLLYWOOD sending non-union TV personnel and executives to Don Martin School of Radio-TV Arts & Sciences that city for training in all duties connected with actual running of video equipment, according to National Assn. of Broadcast Engineers & Technicians. Plan designed to aid operation in case of strike was reportedly tried by network in Chicago recently, but American Television Institute, that city, rejected idea.

★ ★ ★

SEVERAL uhf stations putting out feelers in Washington re proposal to get into community antenna business as possibly remunerative sideline.

IN THIS ISSUE

LEAD STORY

FCC announces new and flexible system of priority in processing mutually exclusive TV applications, intended to speed TV service to bigger markets with few operating stations. *Page 27.*

ADVERTISERS & AGENCIES

Fall spot business booms, with at least 16 major advertisers preparing schedules. *Page 29.*

President of Philip Morris lauds role of advertising in building cigarette sales. *Page 29.*

FILM

New firm to act as brokerage of television film shows formed in New York. *Page 31.*

FACTS & FIGURES

Standard Audit & Measurement Services will make 1954 radio-TV circulation study which is described as promising greater coverage at less cost. *Page 34.*

GOVERNMENT

Sen. Johnson abandons hope of getting his bill to legalize restriction on baseball broadcasting through this session, but he's working on a new version which may be submitted when next session begins. *Page 48.*

Fact that a newspaper has attained wide circulation should not be held against it in considering its TV application, an FCC examiner rules. *Page 50.*

STATIONS

Uhf and vhf stations starting operations since the thaw are almost equal in number—46 vhf and 45 uhf. *Page 60.*

NETWORKS

MBS tells affiliates details of its radically revised operating plan which would limit Mutual to five hours option time daily and pay affiliates in programs rather than cash. *Page 74.*

FEATURES

Add to "foreign" language stations KGAK Gallup, N. M., which programs in Navajo and Zuni. *Page 81.*

A man who knows says TV can help radio. *Page 82.*

How a radio station started a hillbilly craze in Boston. *Page 86.*

Two tricks in producing weather telecasts. *Page 88.*

A TV manager's appeal: Let's quit plugging movies. *Page 90.*

UPCOMING

July 24-25: Columbia Records Inc. National Sales Meeting, Palmer House, Chicago.

July 27: NBC Radio Affiliates Organizational Meeting, Drake Hotel, Chicago.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

For other Upcomings, see page 125

WGAL-TV

NBC • CBS • ABC • DuMont

Lancaster, Penna.

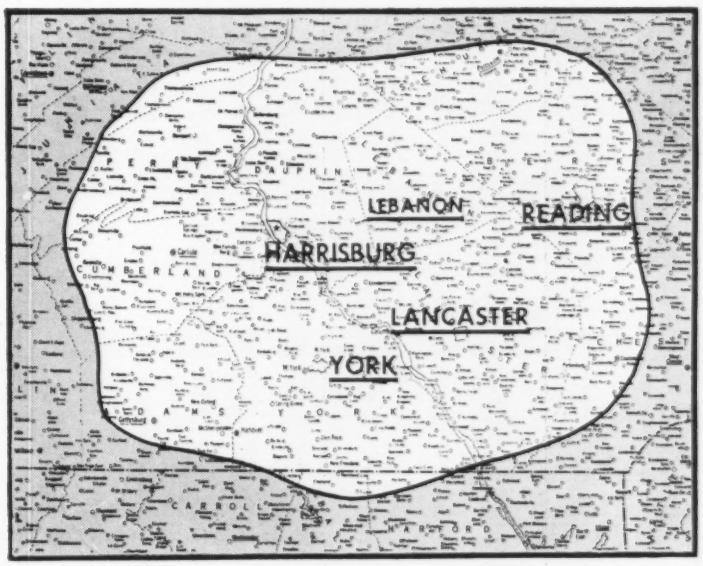
Actual return for your advertising on WGAL-TV—now in its fifth year.

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.



WGAL
AM TV FM
Steinman Station
Clair McCollough, President

Represented by **MEEKER**

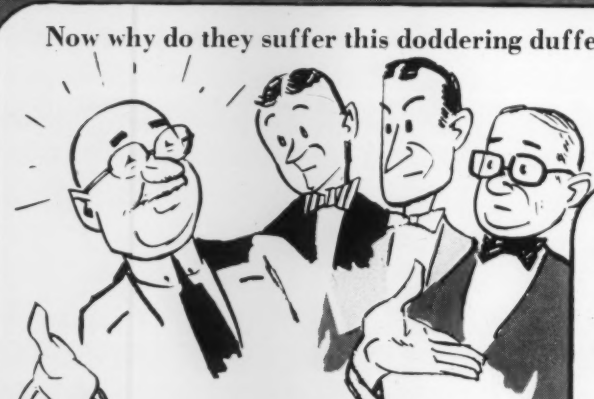
New York
Chicago
Los Angeles
San Francisco

L. LUCIFER TWINK is the contacting link
With Spiffy Uplifties (that's, Inc.)

Though, frankly, his copy's
exceedingly sloppy

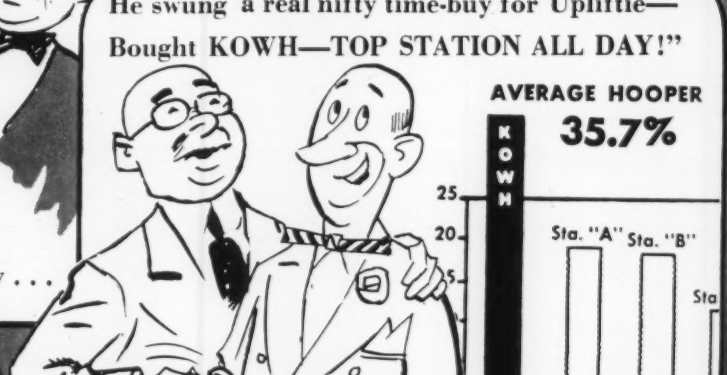
And the plans he submits always stink.

Now why do they suffer this doddering duffer?



Well," says Twink's boss, "It's this way . . .

He swung a real nifty time-buy for Upliftie—
Bought KOWH—TOP STATION ALL DAY!"



Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru May, 1953.)
- *Largest share of audience,* of any independent station in America! (May, 1953.)

Kowh
OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

ABC Creates Division To Buy and Sell Films

CREATION of "ABC Syndication" as fifth division of network with George T. Shupert as vice president of new unit is being announced today (Monday) by ABC President Robert E. Kintner.

New division, Mr. Kintner said, will be devoted to purchase and sale of TV films to television industry and will not deal exclusively with ABC-TV network stations. He said "ABC Syndication" also will be available to ABC affiliates and network's owned stations as counselling service in connection with planned film purchases.

Mr. Shupert will resign as vice president and general manager of United Artists Television Corp. to join ABC on Aug. 5, announcement said. He was in investment banking field in Detroit for 14 years before entering motion picture field in 1940 with Paramount Pictures. He served initially as sales director of company's industrial film division, and from 1943 to 1951 was assistant to Paul Raibourn, president of Paramount television productions. He left Paramount in 1951 to help organize Peerless Television Productions and one year later assumed his post with United Artists.

NBC Program Cited

NBC and its *National Farm & Home Hour* (Sat., 1-1:30 p.m., EDT) will receive citation from American Veterinary Medical Assn. at its 1953 convention this week for their broadcasts on importance of animal health.

BEST YEAR FOR RADIO-TV

RADIO-TV appear bound to make 1953 their biggest business year to date. Network and spot sales sources agreed Friday that network radio sales have snapped out of slump, have "levelled out" during first six months of 1953 and will show gains in last six months. Radio spot sales for first half-year were estimated 8% ahead of same period in 1952 and increase is expected to rise to 10% in last half. Television? "Up very substantially" all around.

Small Second Quarter Loss Showed by ABC Division

ABC DIVISION of AB-PT operated at "a small loss" during second quarter of 1953, Leonard H. Goldenson, AB-PT president, announced in report to stockholders made public today (Monday). He added that since summer months are "generally slack" and company is making "substantial expenditures" for fall programming, he expected third quarter of network operations would experience "a greater loss". But he pointed out division has made good progress "past few months" and said "further steps are planned for coming months to strengthen its position".

Consolidated net earnings of AB-PT for second quarter of 1953 were $818,000 as compared with $1,459,000 in same period of 1952. Consolidated earnings for first six months of 1953 were reported at $6,550,000 as against $3,508,000 in 1952.

• BUSINESS BRIEFLY

BRISTOL-MYERS ON DAYTIME RADIO • Bristol-Myers Co. (Minute-Rub) planning to use daytime radio spots in 45 markets starting Oct. 5 and extending through Dec. 31. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

LIONEL SEEKS NETWORK SHOW • Lionel Trains, through Buchanan & Co., N. Y., understood to be in market for fall-starting network show, which would probably run through Christmas season.

REM & REL SPOTS • Maryland Pharmacal (Rem & Rel), Baltimore, through Joseph Katz Co., Baltimore, understood to be preparing radio spot campaign in number of cities to start late September or early October.

32 WEEKS FOR PHARMACO • Pharmaco Inc., Newark, will use daytime minutes for 32-week campaign to promote Feen-a-Mint and Chooz, starting Sept. 14 in approximately same number of radio and TV markets as it used last year. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

NEWSCASTS FOR ATLANTIC • Atlantic Refining Co., through N. W. Ayer Son, N. Y., preparing to buy five-minute newscasts for 52 weeks in 34 radio markets. Exact starting date still being studied.

SINCLAIR USING RADIO • Sinclair Gasoline through Morey, Humm & Johnstone, N. Y., preparing spot radio schedule in small number of new markets effective Aug. 17 through end of year in 7 to 8 a.m. time.

Most Powerful RCA TV Transmitter Shipped

FIRST UNITS of most powerful TV transmitter ever built by RCA Victor shipped from Camden late last week to vhf Ch. 11 share-time permittees WMIN-TV and WTCN-TV Minneapolis. When complete, units will form part of 50 kw air-cooled transmitter which, with nine-section high-gain antenna, will have ERP of 316 kw visual. RCA also shipped equipment to KMO-TV Tacoma, vhf Ch. 13 permittee, and WICS (TV) Springfield, Ill., uhf Ch. 20. KMO-TV was sent 10 kw transmitter which will be used with 12-section super-gain antenna to achieve 115 kw visual ERP. WICS was shipped 1' kw uhf transmitter. With high-gain antenna ERP will be about 20 kw visual.

Grabhorn Resigns from Petry

MURRAY GRABHORN, director of business development for Edward Petry & Co., station representation firm, has resigned, effective immediately. With Petry organization since March 17, 1952, he formerly was managing director of National Assn. of Radio & Television Station Representatives (now Station Representatives Assn.), and before that was with ABC for 10 years, serving as vice president in charge of o&o stations. Future plans not announced. Meanwhile, Thomas Ellsworth resigned from presentation writing staff of Petry firm.

FINESHRIBER TO RADIO, HERBERT TO TV UNDER WHITE IN NBC NET SEPARATION

AWAITED SEPARATION of radio and TV network activities of NBC—affecting program, sales and promotion departments—announced today (Monday) by Brig. Gen. David Sarnoff, RCA-NBC board chairman, with Vice President William H. Fineshriber Jr., designated head of radio network and Vice President John K. Herbert head of TV network, both reporting to President Frank White.

Changes, effective Aug. 3 include appointment of Vice President Ted Cott, who has been in charge of WNBC-WNBT (TV) New York with additional responsibilities in overall owned-and-operated stations division, as operating vice president of radio network, reporting to Mr. Fineshriber. Comparable TV network post not contemplated it was understood.

Service department—including research, production, engineering, accounting, station relations, public relations—not being split, will continue to serve both radio and TV, and except for engineering and accounting their heads will report to Mr. Fineshriber through David C. Adams, vice president for administration. All departments which heretofore reported to Mr. Herbert through Mr. Fineshriber will now report to Mr. Fineshriber through Mr. Adams.

In the new set-up Charles C. (Bud) Barry, who has been vice president in charge of radio-TV programs, will head TV programming; Vice President and Sales Director George Frey will head TV sales, and Advertising and Promotion Director Jacob A. Evans will head TV advertising and promotion.

Radio department heads under Messrs. Fineshriber and Cott not yet designated.

Realignment, partially returning NBC organizational structure to divorcement policy inaugurated in late 1949 and abandoned last summer, establishes radio and TV networks as independent operating divisions. Mr. Herbert, to head TV network division, has been vice president in charge of both networks, and, before re-integration year ago, was radio sales vice president. Mr. Fineshriber, new radio network division head, has been vice president and general manager of radio-TV networks since joining NBC early this year after serving Mutual as executive vice president.

Announcement of changes came on eve of July 27 Chicago meeting of NBC radio affiliates, some of whom in past have urged return to at least partial separation policy on theory that otherwise radio is apt to get stepchild treatment.

Around Detroit___Around the Clock___

Your Dollar Buys More On WJBK-TV

All Day Long on CHANNEL 2 You Get The GREATEST SHARE OF THE TELEVISION AUDIENCE

Take a good look at all these figures, specially WJBK-TV's daytime dominance. That daytime audience is mighty potent in this big, booming industrial area where swing-shift working hours mean more daytime TV watching . . . more sales per daytime TV dollar. Cost of sales goes down as number of viewers goes up. It's as simple as that! And number of viewers is greatest on WJBK-TV, Detroit's CBS affiliate.

7:00 A.M. to 12:00 Noon . WJBK-TV..47%

STATION X . . 36%
STATION XX . 17%

12:00 Noon to 6:00 P.M . WJBK-TV..37%

STATION XX . 32%
STATION X . . 31%

6:00 P.M. to Midnight . . WJBK-TV..39%

STATION X . . 35%
STATION XX . 26%

May, 1953 Pulse Figures on Share of Audience, Monday Thru Friday

Further Proof that CHANNEL 2 IS THE SPOT FOR YOU

WJBK-TV Detroit

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Stay Action at Portsmouth On Ch. 30; Other FCC Actions

EFFECTIVENESS of initial decision to grant uhf Ch. 30 at Portsmouth, Ohio, to broadcaster-publisher Edward Lamb's Woodruff Inc. stayed by FCC Friday on its own last-minute action pending further review of examiner's recommended ruling. Initial ruling, issued June 8, was to become final automatically Friday after 40-day period in which no exceptions were filed.

Although Commission did not say why it wished to study case longer, Woodruff Inc. files disclosed two protest letters, one from E. McFarland, Americanism chairman of American Legion James Dickey Post No. 23, and another from Forest L. Williams, board chairman, Williams Mfg. Co., maker of women's shoes there. Mr. Lamb is owner of WICU (TV) Erie, Pa.; WMAC-TV Massilon, Ohio; WHOO Orlando, Fla., and WTOD Toledo.

Wants WBAY Protest Dismissed

Van Curler Bcstg. Co., new uhf Ch. 35 grantee at Schenectady, N. Y., petitioned FCC Friday to dismiss Sec. 309(c) protest filed by WABY Albany [B•T, July 13]. Van Curler contends WABY protest does not present specific allegations of injury, hence is not entitled to standing as "party in interest." WABY, which also protested uhf Ch. 23 grant to WPTR Albany, charged it suffered from unexpected shuffling of Albany-Troy-Schenectady competitive applications which resulted in immediate grants to survivors.

WTVB Drops Ch. 24 Bid

WTVB Coldwater, Mich., withdrew its uhf Ch. 24 application Friday, indicating it wishes to review engineering requirements for suitable coverage of area and to seek additional financing to support higher power. Bid specified ERP of 2.1 kw visual. New bid, when filed, will probably ask 30 kw, FCC was told.

Harvey Comments on Grant

Proposed TV station of WFLA Tampa, Fla., on vhf Ch. 8 would affiliate with NBC and be represented by John Blair & Co., George W. Harvey, WFLA general manager, said Friday in comment upon initial decision recommending grant to his outlet and denial of competitors WTSP St. Petersburg and Tampa Bay Area Telecasting Corp. (story page 50). NBC and Blair presently represent WFLA. Station's 1,000-ft. TV tower could be delivered in about five months, he said, with RCA transmitter and 50-kw amplifier being available by first of year.

Antell FTC Case

HEARING on charges of alleged false advertising to be held tomorrow (Tuesday) in Baltimore by Federal Trade Commission against Charles Antell Co., Baltimore cosmetics firm, FTC announced Friday (story page 54). Firm cited last month [B•T, June 22] for what FTC called misleading claims in "pitch" advertising.

'INNER SANCTUM' FILMED

NBC Film Div. started production in New York Friday on *Inner Sanctum* film series for TV, to be syndicated by division to local stations and local and regional sponsors in fall. Hyman Brown is producing 39-episode series. Production is being supervised by Stanton Osgood and George Wallach, film division's manager of production and production supervisor, respectively.

TV Agencies Get Special Tax Rights Under Bill

BILL (HR-6339) introduced in Congress by Rep. Thomas B. Curtis (R-Mo.) would give special tax consideration to TV program producers by allowing them to use average base period after June 30, 1950, with respect to taxable income. Bill specifies that to be eligible, taxpayer must be engaged in development, preparation or presentation of TV programs or in preparation and/or sale of such programs, with at least 10% of excess profits net income attributable to such activity.

Curtis Bill will remain inactive until January, it was indicated at Ways & Means Committee Friday. Purpose of measure, introduced at behest of several advertising agencies active in TV programming, is to give program producers same tax benefits granted TV station licensees under Sec. 459(d) of Internal Revenue Code. This code gives TV licensees right to use average base period in computing net income instead of usual conditions of excess profits tax.

AWRT Committees Named

NEW YORK chapter of American Women in Radio & Television announced Friday appointment of following committee chairmen for new term ending June 30, 1954: Barbara Welles, Mutual membership; Babette J. Doniger, television snapshots, projects; Dorothea Mahlstedt, Lever Bros., publicity; Mary Jane Jesse, Young & Rubicam, program; Lilian Okun, WMCA New York, job counselor; Lillian Lang, BBC, hospitality; Joan Blower, DuMont TV, publications, and Agnes Law, CBS, friendship.

Western Series in Litigation

BREACH of contract suit filed in Los Angeles Superior Court against David Hire and David Hire Productions, Hollywood producers of transcribed MBS *Wild Bill Hickok* series sponsored by Kellogg Co. Plaintiff is Delira Corp., claiming to be owner of "Wild Bill Hickok" trade name and charging defendant was hired to produce radio series on percentage basis. Accounting of program production costs and profits for last group on programs is sought.

WFBG-TV Ups Power

WFBG-TV Altoona, Pa., vhf Ch. 10, has boosted power to maximum 316 kw visual, Jack Snyder, managing director, reported Friday.

PEOPLE

GEORGE E. BURGESS Jr., consultant in charge of radio and TV accounts for defunct New England Adv. Agency Westport, Conn., to New York home office sales department of Screen Gems Inc., TV subsidiary of Columbia Pictures.

WILLIAM W. DIEHL has resigned as features editor of Mutual's press information department to become managing editor of *TV Guide* magazine in Detroit.

BOB BALDRICA, new editor of far east network of Armed Forces Radio Network in Tokyo and formerly program director of WMIQ Iron Mountain, Mich., named promotion and advertising director of WXYZ-AM-TV Detroit.

R. L. BOWLES, manager WFTL Fort Lauderdale, resigns to become general manager of WHWD Hollywood, Fla., new 500 w outlet on 1320 kc planning Aug. 4 debut.

ROBERT WALDRON, program director of KISW (FM) Seattle, appointed general manager.

JOSEPH M. HOGAN appointed general sales manager for Ideco Div., Dresser-Stacey Co., Columbus, Ohio, to head radio-TV tower sales activities.

NELSON BENTON, publicity director of WBT and WBTV (TV) Charlotte, N. C., appointed promotion supervisor of the stations.

MICKEY BORDEN, production staff of WJAR-TV Providence, R. I., named station's promotion manager.

New UBS Announces First Commercial Account

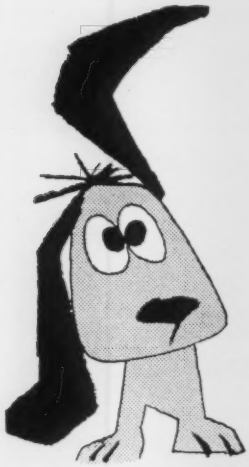
EFFECTIVE EARLY in November, new Universal Broadcasting System will launch its first commercial account when Dawn Bible Society's *Frank and Ernest,* Sunday morning quarter-hour now heard on Mutual and ABC radio, moves over according to UBS. Network said that in addition to 200 stations reportedly already signed up, UBS expects to place program on tape recording on 200 additional stations on spot basis. UBS, radio network operated 100% on tape recordings, is offering programming service to its affiliates in turn for which each station will accept 55% of its published card rate for any commercial programs sold by the network. Network will not sell spot announcements it was added.

Officers of UBS include: Richard L. Colton, of Boston, president; William L. Gleason, of Riverside, Calif., vice president; John L. Mayer, chairman of board; Gene Sisson, clerk of the board; P. C. Huellmantel, director of network operations.

TWA Loses Desilu Fight

TELEVISION WRITERS of America has lost its fight to represent employes of Desilu Productions Inc., Hollywood, producers of weekly *I Love Lucy* TV program. In decision and order to have been released by National Labor Relations Board yesterday (Sunday), petition of TWA to represent Desilu's TV writers was dismissed because Jess Oppenheimer, *Lucy's* head writer and producer, instrumental in formation of TWA, served as vice president and later on union's executive board. NLRB ruled union is not qualified to represent employes because of Mr. Oppenheimer's participation as executive of both Desilu Productions and TWA.

Bow **WOW!**



The Blue Ribbon already —and just a year old!

"The Best News Reporting of any non-network radio station."

That's the inscription on the trophy just awarded KBIG, the Catalina station, by The Radio and Television News Club of Southern California.

With men who know news best . . . the writer at the teletype, the newscaster at the mike . . . these expertly-handled hourly 5 minute-news gems of KBIG's Alan Lisser rank tops!

A long list of KBIG news sponsors verify this judgment with pen on contract.

You can join them with your own newscast every day of the month for only $25 a day . . . twice daily for $36.

10,000 WATTS AT 740 **KBIG**

STUDIOS IN AVALON AND HOLLYWOOD

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

JOHN POOLE BROADCASTING CO.

KBIG • KBIF • KPIK

6540 Sunset Blvd., Hollywood 28, Calif.

HOllywood 3-3205

Nat. Rep. Robert Meeker Associates, Inc.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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BUREAUS

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Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

3½ Months ago...

WJTV

Mississippi's First Television Station

Said this:

UHF INTERFERENCE-FREE PICTURE ...WITH VHF COVERAGE

That's the claim we made in the March 2, 1953, BROADCASTING-TELECASTING after six weeks of commercial operation. Frankly, it was a big claim, and perhaps some readers accused us of being overly boastful.

But viewers 50 and 55 miles away in all directions from our broadcasting site have proved us right with their enthusiastic acceptance—daytime as well as nighttime*—of WJTV's programming. The continuing increase in number of sets—from fewer than 5,000 when we hit the air to more than 20,000 today—is additional evidence that we're right when we say WJTV offers

UHF INTERFERENCE-FREE PICTURE ...WITH VHF COVERAGE

Advertisers are proving us right, too. They've found that WJTV produced results—profitable results. In an article headed "Advertisers Eagerly Add New TV Stations", the June 27th BILLBOARD especially cited WJTV's acceptance by national spot and network advertisers. Currently the total is 43 network, 20 national and 50 regional-local advertisers.

It's because of acceptance by this sizeable number of network, national spot, regional and local advertisers—and acceptance by central Mississippi's thousands of viewers—that 3½ months later we say again: WJTV offers

UHF INTERFERENCE-FREE PICTURE ...WITH VHF COVERAGE

* May Telepulse daytime avg.—22.5

WJTV UHF

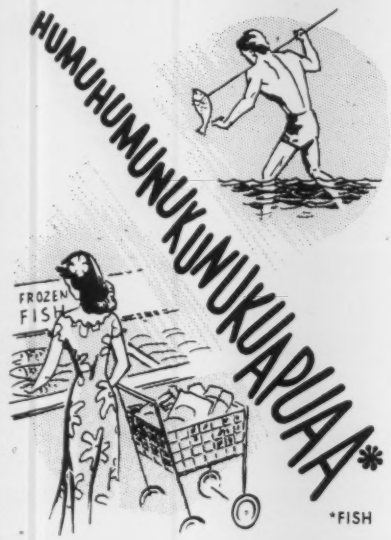
CHANNEL 25 JACKSON, MISSISSIPPI

MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY



Comes Fresh-Frozen Now

Spear fishing once supplied Hawaii's food but today Mrs. Hawaii shops in air-conditioned super markets. In fact, Hawaii spends more per capita for food than any state except one.

What's more, Honolulu ranks with the top fourth of the states in per capita retail sales, apparel, automotive, home furnishings, general merchandise, gas-oil, and drug store sales.

Honolulu is a paradise of a market* . . . and to reach Paradise it's KGMB-KHBC's all-island coverage, the ONE radio buy covering all Hawaii.

In television, KGMB-TV, Hawaii's first station, provides the shows that win customers . . . 35 network shows . . . 64 local . . . 23 syndicated.

In either AM or TV, KGMB's merchandising and promotion is keyed to Hawaii.

* Honolulu estimated buying income: 549 million dollars. 1952 retail sales: 340 million.

KGMB
AM-TV
Honolulu
KHBC — *Hilo*
CBS IN HAWAII*

*** Channel 9 also carries top NBC and ABC programs.**

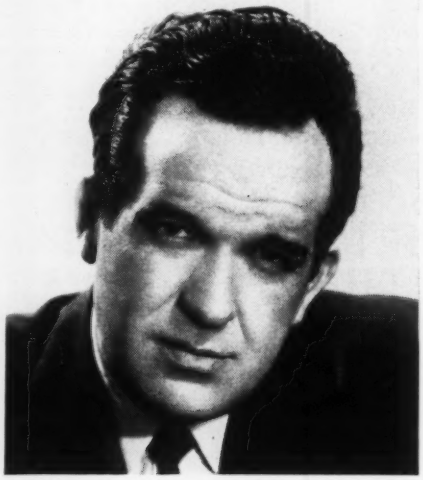
Call Free and Peters Inc.

ANYONE CAN WIN

Network: CBS-TV.
Time: Alternate Tues., 9:00-9:30 p.m. EDT.
Guest Panelists (7/14): Ilka Chase, Patsy Kelly, Jimmy Dykes, "Hairless Joe."
Moderator: Al Capp.
Production Director: Sylvan Tapplinger.
Executive Producer: Everett Rosenthal.
Sponsor: Carter Products Inc.
Agency: Sullivan, Stauffer, Colwell & Bayles.

NEW to the list of panel shows which traditionally flood the air waves comes summer time is *Anyone Can Win* seen alternate Tuesdays on CBS-TV. This recent addition to panel programming—certainly the most overworked format in radio and television—follows the familiar pattern. An m. c. does the questioning; panelists supply the answers. A live audience is on hand to lend moral support, cheer the panelists on and make some money too. *Anyone Can Win* is the same old story with minor alternations. It is a little the worse off for having been told so frequently in the past.

Al Capp, whose *Li'L Abner* comic strip is "must" reading for millions of Americans, fills the moderator's boots. From his uneasy manner and thoroughly stilted performance on the initial telecast July 14, it's safe to assume that the boots are a size too big. A production error at the very end of the show confirmed this notion. Mr. Capp, obviously happy that the ordeal was over, gave a great sigh of relief a moment too soon. He was still on camera.



AL CAPP

But it's Mr. Capp's fame as a cartoonist which gives the show a so-called new twist. One of the four panelists, in the guise of "Hairless Joe" of the *Li'l Abner* clan, appears on the show as mystery guest until he is identified by one of the other three panel members or by persons in the home viewing audience who get a chance to guess at "Hairless Joe's" real identity when Mr. Capp reaches them by phone.

The almighty dollar will no doubt continue to draw a capacity studio audience to see and participate in *Anyone Can Win*. Before the telecast, each person in the studio is given a card on which he writes the name of the panelist he believes will win in the quiz about to get underway. Members of the audience who make the correct choice share $2,000 equally.

In addition to Mr. Capp's uncomfortable behaviour before a TV camera, the first show suffered greatly from the calibre of questions that researchers turned up.

REPORT FROM THE WHITE HOUSE

NBC radio, Wed., 10:35-11 p.m. EDT.
Originated: WRC Washington.
Producer: Tom Wilson.
Director: John MacKercher.
Cast: Ray Scherer, moderator. Members of panel—Merriman Smith, Ned Brooks, Joseph Fox. Guest—James C. Hagerty, News Secretary to the President.
Packager: Lewis G. Cowan Inc.

RADIO journalism had a chance to show its peculiar ability to present news in a living and realistic manner when NBC Radio opened its new *Report From the White House* Wednesday night.

NBC newsman, Ray Scherer, guided three of his White House newsroom compatriots through a nicely paced 25 minutes of intimate chit-chat about the President and his part in news of the day, punctuated by several recorded excerpts and deft parrying by Presidential news secretary James C. Hagerty of unfortunately innocuous questions from the panel.

If the thesis that people are deeply interested in their President as well as those who narrate the news is correct, *Report From the White House* should develop a wide audience especially if it can get an earlier network hour.

Probably no new program ever suffered a worse blow than *Report*. Timed to use the weekly White House news conference as backbone for source material, the opener had to go on without benefit of a Wednesday tussle between the President and reporters.

The resourceful moderator came up with one of the best clips in recent months—the voice of President Eisenhower in an informal talk to freshmen Congressmen. Other dubbings included Secretary of State Dulles and Assistant Secretary Robertson who were caught after leaving the President with a report on the Korean crisis.

Partial Answer

NBC's *Report* may partially solve the baffling problem of broadcasting a Presidential news conference if edited exchanges can be supplied in liberal form, supplemented by contributions from the panel of reporters. In the opener Merriman Smith, easy-talking United Press reporter and senior member of the White House news corps, joined Joseph Fox, of the *Washington Star*, in providing a change of pace for the professionally voiced moderator and Ned Brooks, of *Three Star Extra*.

Mr. Smith appeared in dramatic contrast to the dull journalese that marks most Washington newspaper reporting as he vividly portrayed Gen. Eisenhower as "a President who is working harder at getting along with Congress than any other President—whether it be over luncheon lamp chops or breakfast ham and eggs." Mr. Fox, whose informal and salty comments are a White House tradition, had little chance to brighten the proceedings.

Mr. Hagerty provided a minor news story by stating that "all of us" at the White House "have a healthy respect for the integrity and honesty of the men who cover the news." Asked by Mr. Smith if the President "chafes" at the constant presence of reporters, Mr. Hagerty said the President is accustomed to their pursuit and respects their right to search for news even if we may not always like what they say. He added, "We try to answer your questions. We try to give you and the American people information."

After an evening of assorted newscasts, *Report* could better use its time than to have Moderator Scherer spend several minutes summarizing White House news that already had been summarized many times.

XUM

ZIV's
new radio
show is...
BIG, BIG,
BIG!

WOW! The hottest station de

★TONY MARTIN ★GINGER ROGERS ★DICK POWELL

THE *BIGGEST* SHOW...THE *LOWEST* PRICE...IN HISTORY!

12 one-minute spots plus 3 chain breaks every hour . . . 75 per week! National advertisers . . . regional advertisers . . . local advertisers . . . all rarin' to participate. We know because we've SOLD them!

Schedule it daily 5 hours a week or as 4 separate quarter-hours a day! Whether you sell spots, participations, quarter-hour sponsors, half-hour or full-hour sponsorship . . . "The Hour of Stars" will bring your station plenty of extra profits!

Never before such an opportunity to offer the glamour of big-name stars . . . the response of a big listening audience . . . the prestige of a big-time show! Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee make a dazzling combination that will have the whole town listening, applauding and buying!

XUM

de that ever hit radio!

PEGGY LEE

5 FULL HOURS EVERY WEEK!

Full of one-minute spots and chain-breaks that mean dollars pouring in for stations!

"THE HOUR OF STARS"

FILLED WITH **MUSIC! MUSIC! MUSIC!**

Radio's greatest orchestras and singing stars!

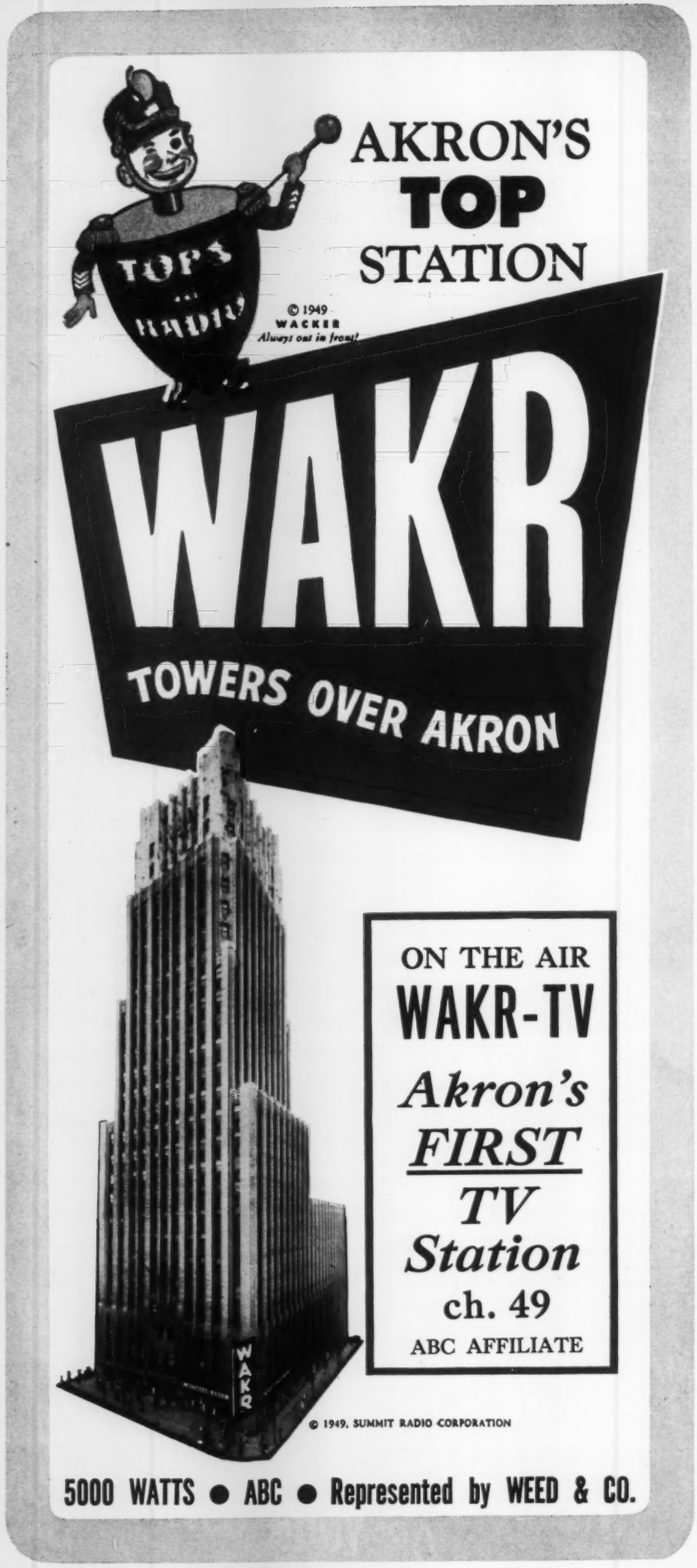
WILL IT MAKE MONEY FOR YOU . . . OR YOUR COMPETITION?

FREDERIC W. ZIV COMPANY

Radio Productions

[illegible] MADISON ROAD • CINCINNATI 6, OHIO

[illegible] YORK HOLLYWOOD



OPEN MIKE

Fourteen Good Deals

EDITOR:

Your July 13 issue, inaugurating the "TV Film Features" roundup, rates top billing in the trade for some of the finest material to appear anywhere of direct concern to TV station film personnel. We at Screencraft salute you.

However, we have a serious complaint on the oversight accorded not only our organization but many others who have been part and parcel of TV in the film end for many years . . . We feel that your particular feature, "13 Good Film Deals for New TV Stations," is not only unfair to the efforts which we . . . have been making for a long time but also gives an unwarranted "Good Housekeeping" seal of approval by BROADCASTING • TELECASTING to those favored few appearing on the list. . .

Since the freeze was lifted we have [made], are now [making], and will continue to make special arrangements on our material for all new stations desirous of using our film material . . . Enclosed you will find the information on our product, as originally given for the 13 organizations [in B•T].

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date
Feature Films	Varied	Full-length	28	61
Half-hour Feature Theatre	Varied	27 Min.	30	55
Full Length Westerns	Western	60 Min.	38	74
Half-hour Western Playhouse	Western	27 Min.	38	62

Cost: Entire library is available to new stations at $25 and up, dependent upon market, with frequency discounts and a special pro-rated payment plan for multible runs.

Peter M. Piech
Sales Manager
Screencraft Pictures Inc.
New York

[EDITOR'S NOTE: B•T checked more than 70 film companies in assembling material for the feature in question. The 13 listed in the feature were all that claimed favorable rates for new stations.]

Film Coverage

EDITOR:

. . . Inasmuch as my consuming interest at present is films for television, I am particularly pleased with the emphasis which your publication is now placing on this field. I think your film section is developing into a most valuable and informative aid . . .

Robert W. Sarnoff
Vice President in Charge of Film Division
NBC, New York

Salesmen By The Pound

EDITOR:

We accept the challenge of Don Lee's Bud Coulson [B•T, July 6, OPEN MIKE].

WWLP (TV) has a four-man staff of account executives whose average weight is 203¾ pounds and whose average height is 6 feet 2½ inches.

With only half the number, our men "outstand" Bud's crew by a collective half-inch. And our boys outweigh the Coulsoneers by a cumulative 5¾ pounds . . . Incidentally Jim Ferguson who heads our sales force disqualified himself for this answer to Bud Coulson. Jim knew his men could handle this deal alone.

Howard S. Keefe
Promotion Manager
WWLP (TV) Springfield, Mass.

The Flavor Lasts

EDITOR:

Last September BROADCASTING • TELECASTING published my article, "Tips on TV Operation in Cities of Medium Size." Your sales department will be happy to learn that despite the 10-month interval I am still receiving comments on the article and in some cases requests for reprints.

Since I can't attribute this sustained interest to my own deathless prose, it must be the devout loyalty of BROADCASTING • TELECASTING readers which has inspired this recurring interest.

Julian M. Kaufman
Asst. Station Manager
KPHO-TV Phoenix

It Happened in Roanoke

EDITOR:

Thank you so much for permission to reproduce the Beatty article . . . Beatty did a splendid job for your outstanding magazine.

W. C. Stouffer
Managing Editor
The World-News
Roanoke, Va.

[EDITOR'S NOTE: The article reprinted in The World-News was "What Happened in Roanoke?", a report on uhf-vhf competition, by J. Frank Beatty in B•T, July 13].

Rhombic Record

EDITOR:

Thought you might be interested to know that uhf sneaks out once in a while.

I picked up WCOS-TV Columbia, S. C. (Ch. 25), about 350 miles [from here] four nights in a row and held the picture and sound for three hours each night. Also WSUN-TV St. Petersburg, Fla. (Ch. 38), about 200 miles from Daytona Beach.

Am using a low band rhombic pointing at Jacksonville, and I suppose these stations are coming on minor lobes.

On the low band, these come in every day:
WMBR-TV Jacksonville, 90 miles, very good.
WSB-TV Atlanta, 380 miles, fair to poor.
WCSC-TV Charleston, 350 miles, good.

Folks should use more rhombics (if they have the room). If anybody would like specs, drop me a post card.

R. J. Walker
2136 So. Atlantic Ave.,
Daytona Beach, Fla.

Feature Reprints

EDITOR:

It was a very delightful surprise to find the article on "A Big Bank Banks On California Radio" on page 93 of BROADCASTING • TELECASTING June 29 issue. . . .

We would like to reprint this article. . . .

Jim Frost, Adv. & Prom. Mgr.
Columbia Pacific Radio Network
Los Angeles

Diplomatic Courtesy

EDITOR:

. . . I have read this well-written article ["Television Fiesta Style," B•T, June 15] with interest and I want to congratulate your review for it.

Manuel Tello
Ambassador from Mexico
Washington, D. C.

In Which Algy writes to . . .

Mr. John Crandall
Sherman & Marquette
New York City

Dere John:

It sure is nice how purty things smell at our place with that there Cashmere Bouquet soap my woman started usin'. She heerd about it on WCHS and decided we ought to try it. That's kind of like some of th' fellers in New York and Chicago hearin' about WCHS and decidin' to try it to help sell things like Veto and Cashmere Bouquet like you've ben doin'. They've just learnt what you found out a long time ago that WCHS with 5,000 on 580 has more listenurs than any othur station and really sells merchandise.

Yrs.,

Algy

WCHS

580 KC

5000 WATTS

CHARLESTON
THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

KGMB-TV

"During our construction period we received the most unusual co-operation from everyone at RCA...Since going ON-AIR, the quality and continuity of equipment service has been gratifying."

C. RICHARD EVANS
VICE-PRESIDENT & GENERAL MANAGER
KGMB-TV

WSBT

"...our 1-KW UHF transmitter and UHF Pylon Antenna are giving us far greater coverage than we anticipated. We are more than pleased with the excellent results."

NEAL B. WELCH
GENERAL MANAGER, WSBT-TV

"...our confidence in UHF television, and 'RCA All The Way,' was not misplaced."

WARREN P. WILLIAMSON, JR.
PRESIDENT & GENERAL MANAGER,
WKBN-TV

What Telecasters say

WABI-TV

"Our TT-500A is putting out a beautiful picture every day--with practically no maintenance whatsoever."

MURRAY CARPENTER
MANAGER, WABI-TV

WJTV.....Channel 25

"RCA can feel justifiably proud of their 1-KW UHF Transmitter, UHF Pylon Antenna, studio, and remote equipment installation . . . Our RCA transmitter is giving us a signal far in excess of what our engineers originally calculated."

JOHN ROSSITER
GENERAL MANAGER, WJTV

WKNB-TV — WKNB-AM

"Our 1-KW UHF Transmitter has proved to be all that could be desired ...Since our first day of operation we have consistently maintained 100% power."

PETER B. KENNEY
STATION MANAGER

JULIAN GROSS
PRESIDENT

WBRE

"...our RCA 1-KW UHF Transmitter is working so well our coverage has exceeded our wildest expectations...We are delighted with our fully RCA-equipped dual studio, film room, and control room layout."

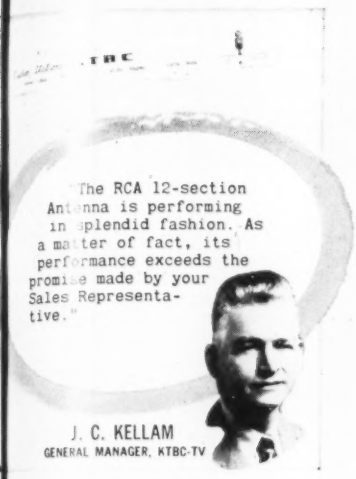
DAVID M. BALTIMORE
GENERAL MANAGER, WBRE-TV

KFDM Beaumont, Texas
KFDX Wichita Falls, Texas

"For 20 years we have operated our Radio Stations on the policy that our equipment must be nothing less than the best. Naturally we chose an RCA 10-kw transmitter and associated RCA TV equipment for KFDX-TV."

DARROLD A. CANNAN
PRESIDENT, KFDM KFDX-TV

XUM


"The RCA 12-section Antenna is performing in splendid fashion. As a matter of fact, its performance exceeds the promise made by your Sales Representative."
J. C. KELLAM
GENERAL MANAGER, KTBC-TV

KTSM
"We are glad we are RCA ALL THE WAY...RCA personnel has been helpful at all times... I'll recommend RCA equipment any time."
KARL O. WYLER
PRESIDENT, KTSM-TV

"Your constant attention and service has earned our deepest appreciation and has made it possible for us to render maximum, dependable TV service..."
FRED WEBER
PRESIDENT, WFPG-TV

yabout RCA Equipment

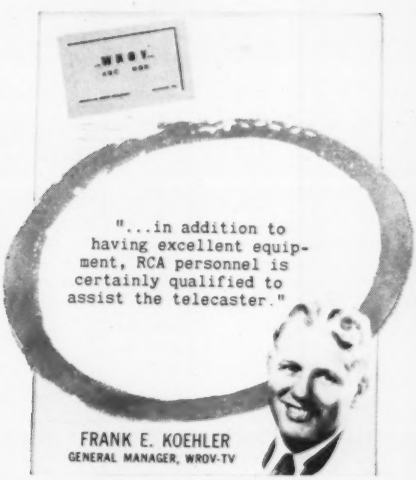
FOR A PROFESSIONAL OPINION on the finest TV equipment you can buy, ask the management man who operates a modern television station.

For a professional analysis of your TV station requirements, ask the experienced equipment man who *knows* his TV station planning . . . YOUR RCA BROADCAST SALES REPRESENTATIVE!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

KROD
"KROD-TV is completely RCA equipped... Our RCA 500-watt transmitter (temporarily installed) has done a very satisfactory job...Coverage (because of our high mountain-top location) has been phenomenal."
AL LAWRENCE
DORRANCE D. RODERICK

KBTV
"Our new RCA Studio and Transmitter equipment combination produces the best picture I have ever seen on a receiver."
JOSEPH HEROLD
STATION MANAGER, KBTV


WROV
"...in addition to having excellent equipment, RCA personnel is certainly qualified to assist the telecaster."
FRANK E. KOEHLER
GENERAL MANAGER, WROV-TV

XUM

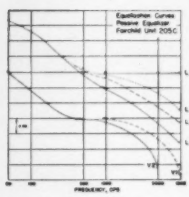
FOR QUICK STARTS WITHOUT

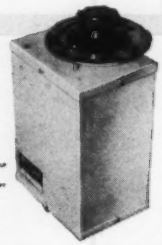
Overshoot

NEW 3-SPEED TURNTABLE PROVIDES GUARANTEED TIMING FOR "DUBBING" AND ON-THE-AIR BROADCASTING

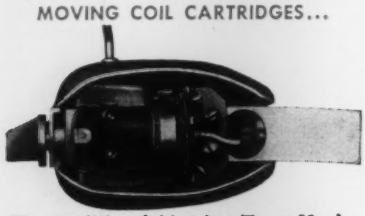
Reaching *stable speed*—less than ½ revolution at 33⅓—in minimum time, this newly designed turntable provides quick start from motor switch without overshooting. Successor to the 2-speed model 524, the Fairchild 530 is equipped with integral 3-speed drive, all three speeds synchronous. Ideal for "dubbing" operations, on-the-air broadcasting and laboratory applications, the 530 provides guaranteed accurate timing at all speeds, is virtually free of rumble and vibration. More than 300 already in use!

Accurate Equalization WITH THE FAIRCHILD 205. As demonstrated by chart at right, this unit provides matching equalization curves for various types of lateral and vertical records and transcriptions, in accordance with NAB standards.





One TURRET HEAD HOLDS *Three* MOVING COIL CARTRIDGES...



The simplicity of this 3-in-1 Turret Head obsoletes multiple arms, equalizers and throwover switch. Use only *one* Fairchild Turret Head Arm, it mounts up to three Fairchild Miniature Moving Coil Cartridges at one time—ready for instant selection at the turn of a knob, which also sets correct stylus pressure. All critical adjustments, usually inherent in viscous damped arms, have been eliminated in the current Fairchild 201-B. A completely redesigned base assembly with a new method of pivoting now incorporates automatic temperature control.

World's Finest Tape Recording Equipment

Fairchild Tape Recorders and Accessory Equipment are built to the highest professional standards and incorporate many exclusive features, including Pic-Sync, Syncroll Drive, Automatic Framing Control and others. Fairchild Tape Recorders are also built to order for specialized applications.

FAIRCHILD RECORDING EQUIPMENT CO.

154th St. & 7th Ave., Whitestone, N. Y.

George Diefenderfer

on all accounts

UNINTEGRATION is a word currently on the lips of top-level NBC executives, recalling the days when the network split its sales staff between the one-time Red and Blue webs and reassigned the duties of its salesmen.

As a veteran of the NBC Chicago sales ranks, George Diefenderfer well remembers these changes, for they marked the end of stints with station representative firms and heralded the beginning of a 13-year association with NBC as an account executive.

During that spell, he also took time out to serve as a lieutenant commander in the Navy, with service in the South Pacific.

In late 1945 he returned to NBC and is still there. Very shortly, however—around Aug. 5—he will leave for Europe on a combined business-pleasure trip.

Mr. Diefenderfer was born in Chicago on Sept. 1, 1901. He attended Hyde Park High School in 1917, a time when schools furnished students for farm work. This opportunity whetted the youth's farming appetite and he attended the U. of Illinois Agricultural School from 1918 to 1922.

Away From Chicago Until 1935

Odd jobs commanded his attention in succeeding years, including service with the *Detroit Times* as a salesman. He moved to the West Coast, working with the *San Francisco Examiner* for five years. He returned to Chicago in 1935.

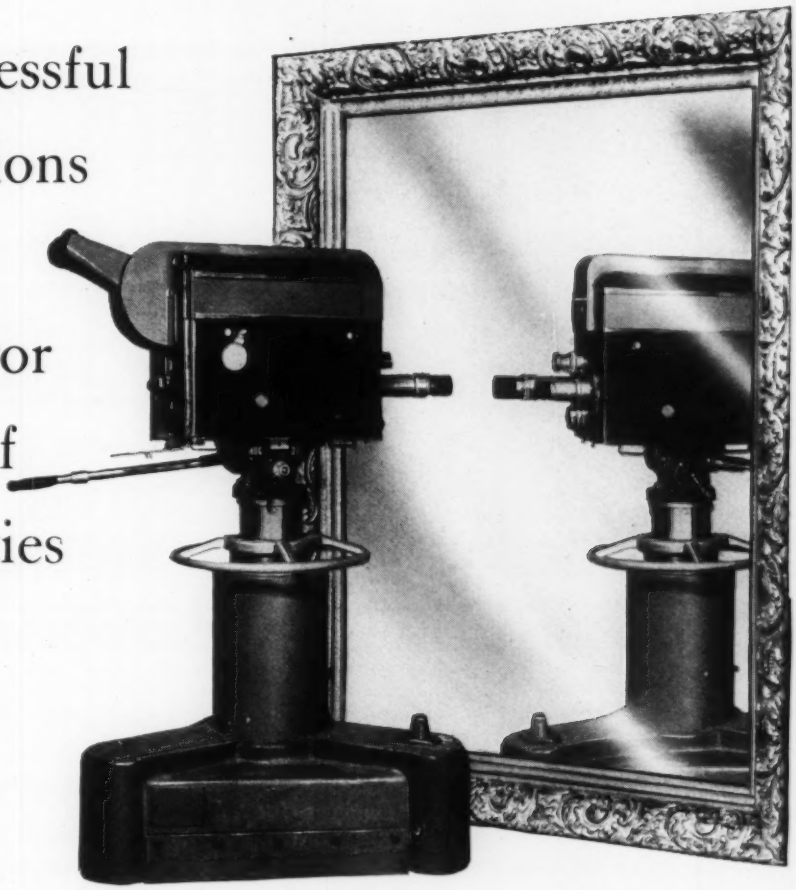
There Mr. Diefenderfer joined Bill Ziff in a publishing enterprise (now known as Ziff-Davis Publishing Co.). Shortly thereafter, he joined the William G. Rambeau Co., serving as Detroit manager for about six months. After two years with Rambeau he joined Paul H. Raymer Co., Chicago, with whom he was associated for three years. Then came the move to NBC.

Today, Mr. Diefenderfer is an account executive at NBC Central Division, working on both radio and television sales. He started selling television last January.

Mr. Diefenderfer and his wife, the former Suzette Stahl, maintain a farm about two miles east of Batavia, Ill. They have six children and seven grandchildren. Mr. Diefenderfer once received a "Fraternity of Famous Fathers" diploma from *Parents Magazine*. A son, George Jr., is a salesman at Adam J. Young Jr. Inc., Chicago radio station representative firm.

Mr. Diefenderfer belongs to Delta Kappa Epsilon. His hobbies: golf and farming.

the most successful television stations are those that faithfully mirror the interests of the communities they serve



Many stations, throughout the country, do exactly this. *But* — is the significance of their vital role in the local community, and its reflection in viewer loyalty, amply interpreted... *outside* the market... to national advertisers and agencies?

Your *local* stature is of essential importance to national advertisers and agencies. How well we are competent to reflect it on your behalf is best proven by the list of outstanding television stations we represent.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Television station representation—our *only* interest.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

GOLD!

IN SOUTHERN CALIFORNIA

You don't have to dig for it. You don't have to pan it. It's rolling into the cash registers . . . as California *again* this month hits a new high for "settlers"!

MARKET FACT NO. 1:
More families are moving to California every month than ever moved to any part of the world in any time in history. It's a "gold rush" for advertisers.

MARKET FACT NO. 2:
KMPC gives you *primary* coverage of Southern California in 205 communities. Like to hear about the golden opportunities for *you?* Call, write or wire:
H-R Representatives, Inc.

KMPC

50,000 watts days • 10,000 watts nights

Gene Autry, *president*
Robert O. Reynolds, *vice president & general manager*

RADIO
AMERICA'S GREATEST ADVERTISING MEDIUM

our respects

to ROLLAND VELTON TOOKE

ROLLAND TOOKE, newly-appointed manager of Westinghouse television station WPTZ Philadelphia is one of the pioneers of the video industry. He has been actively associated with TV since September 1941, when the FCC granted WPTZ one of the first commercial TV licenses ever issued.

Since entering the field, Mr. Tooke has been a cameraman, correlator, first sales manager of the station, writer, producer, advertising manager, assistant general manager in charge of programming and almost everything else necessary to help develop WPTZ into one of the top television outlets.

Before TV, and that seems like forever ago to Mr. Tooke, he was successively a newspaper reporter, college student, newspaper owner, advertising copy writer, and account executive. Mix in some wartime service, many hobbies, a striking sense of humor and an innate ability to get along and direct his fellow workers, and you have the qualifications of the new WPTZ general manager.

Since 1950 Mr. Tooke's duties have been concerned mainly with management and programming, and in the latter field he has developed many ideas that have since been widely copied in the industry. He pioneered in breakfast hour television in 1950 with the Ernie Kovacs show. He was also the first to start a daily movie on television with *Hollywood Playhouse* in March 1950.

Strength of Local Programming

He believes that the local area requires localized programming, and follows this belief at WPTZ. Several of the station's purely local shows are among the area's top rated. Among them *Frontier Playhouse*, the highest rated across the board in the country, also *Let Skinner Do It* and *Come on to Uncle Petes*.

Like most television old-timers, he is a relatively young man. Rolland Velton Tooke was born in Munnsville, N. Y., on April 11, 1909. He attended elementary and high school in the Stockbridge Valley Schools. During his pre-college days and while on summer vacations young Tooke worked as a reporter for the *Syracuse Herald* and the *Oneida Democratic-Union*, both upstate New York.

He first came to Philadelphia in 1926 as a freshman at the U. of Pennsylvania, and with the exception of a few months out of the city after graduation from Penn's Wharton School in 1930, he has lived there ever since.

After graduating from college, Mr. Tooke, along with a fraternity brother, decided to buy the *West Haven News Record* in Connecticut. A few months later the pair sold the paper, and Mr. Tooke returned to Philadelphia where he joined the Lavenson Bureau as an advertising copy writer. He remained there for 11 years as copy writer and account executive, until he joined the advertising department of Philco, then the owner of WPTZ.

At that time WPTZ was programmed by a group in the Philco advertising department, and Mr. Tooke got his first taste of the new visual medium. In addition, he also looked after the advertising of the Philco International Division and the Storage Battery Division, working under Sayre Ramsdell and Ernest B. Loveman, retiring vice president and general manager of WPTZ.

During the war years Mr. Tooke was assigned to the Philco technician corps where he worked with the Navy as technical editor for proto type installation of radio-radar gear in naval aircraft. His work took him to various Navy and Marine Corps installations.

In 1945, after he returned from duty with the Navy Department, Mr. Tooke was asked to join the Television Broadcasting Division of Philco, which had just been set up to bring full scale television operations to WPTZ. His full attention has been concentrated at WPTZ since that time.

During the early days of WPTZ, Messrs. Tooke and Loveman comprised the major part of the management staff of the station. As such Mr. Tooke wrote, produced and correlated programs, and as a salesman, he still recalls selling such early shows as Sears-Roebuck's *Vis-A Quiz*, and Gimbel's *Handyman*, which set a record as a sponsored program from 1946 to 1953.

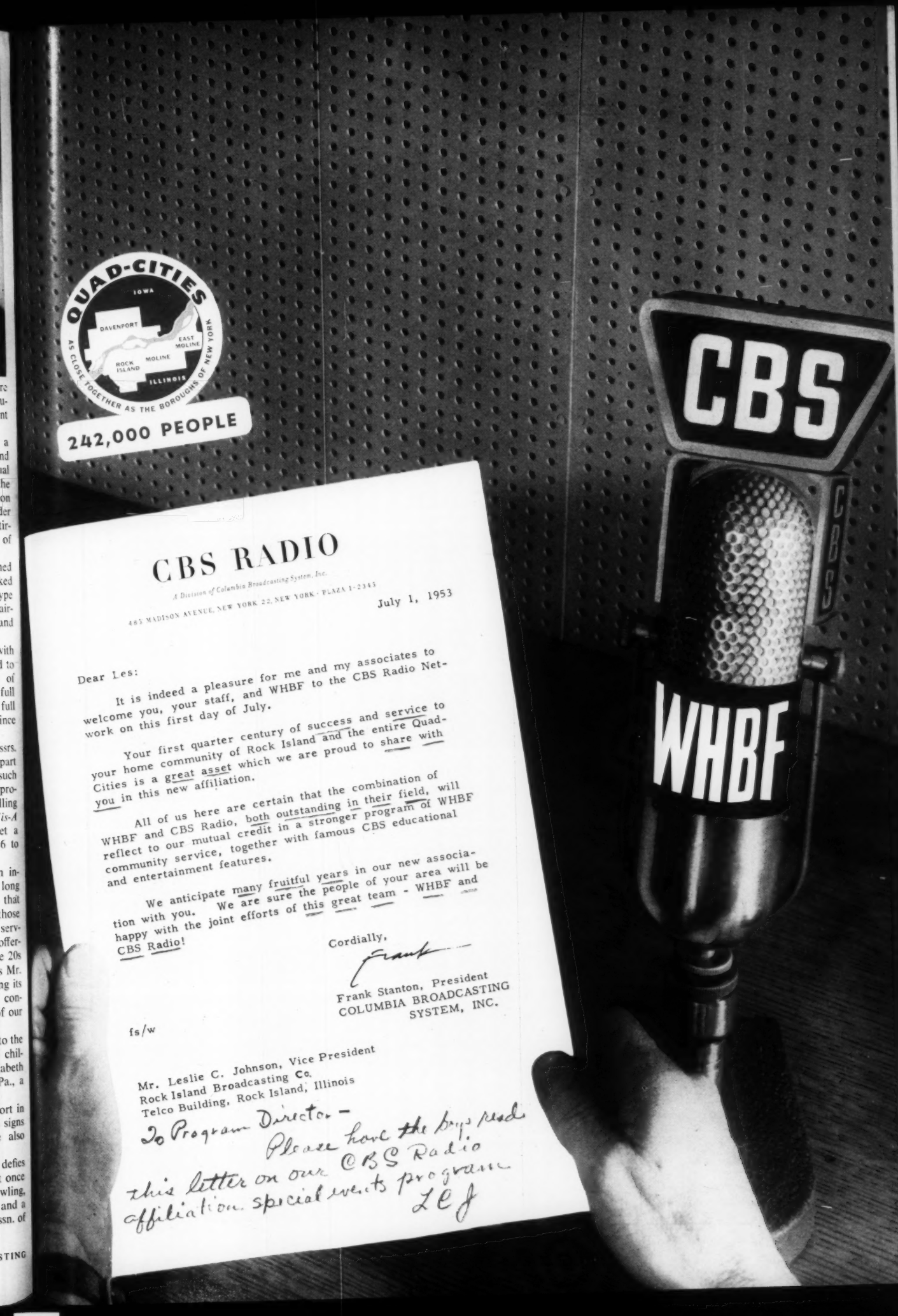
Mr. Tooke feels that, "Television as an industry is out of its infancy, but it is still a long way from its full maturity. We believe that future programming concepts, particularly those concerned with education and community service, will be as far removed from current offerings as were the radio programs of the late 20s from today's fare." Speaking of radio, it is Mr. Tooke's opinion that the medium is meeting its present period of readjustment, and will continue as one of the most forceful factors of our time.

The WPTZ general manager is married to the former Elizabeth Holst. They have three children, Barbara, 14, Michael, 11 and Elizabeth (Betsy) 8. The Tookes live in Merion, Pa., a suburb of Philadelphia.

Mr. Tooke is an active horseman, a sport in which his oldest daughter, Barbara, shows signs of making the championship class. He also golfs and paints.

When it comes to hobbies, Mr. Tooke defies you to name the sport or hobby he wasn't once vitally interested in—archery, sailing, bowling, billiards, etc. He is one of the founders and a former vice president of the Television Assn. of Philadelphia.

XUM



CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

July 1, 1953

Dear Les:

It is indeed a pleasure for me and my associates to welcome you, your staff, and WHBF to the CBS Radio Network on this first day of July.

Your first quarter century of success and service to your home community of Rock Island and the entire Quad-Cities is a great asset which we are proud to share with you in this new affiliation.

All of us here are certain that the combination of WHBF and CBS Radio, both outstanding in their field, will reflect to our mutual credit in a stronger program of WHBF community service, together with famous CBS educational and entertainment features.

We anticipate many fruitful years in our new association with you. We are sure the people of your area will be happy with the joint efforts of this great team - WHBF and CBS Radio!

Cordially,

Frank

Frank Stanton, President
COLUMBIA BROADCASTING
SYSTEM, INC.

fs/w

Mr. Leslie C. Johnson, Vice President
Rock Island Broadcasting Co.
Telco Building, Rock Island, Illinois

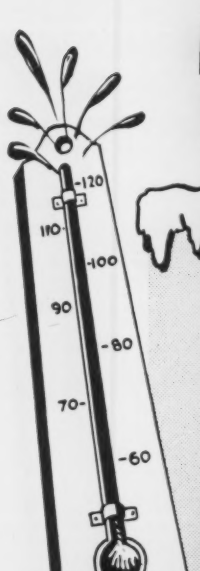
To Program Director -
Please have the boys read this letter on our CBS Radio affiliation special events program
LCJ

XUM

Dig Those Crazy Hoopers!

They're Real COOL, Man ...and You Will Be, Too,

WHEN YOU PICK THIS HOT BUY!



KRNT

DES MOINES RADIO

● Sure, it's blazing hot, but in Iowa, that's important — you can HEAR that green stuff (corn) growing. Just have Sam rev up the air conditioner while we pound your auditory system with a reminder of a real HOT BUY — KRNT, CBS in Des Moines.

● You and that big account want to go places this Fall, and this is the "going places" station. It's the "Know How, Go Now" station with the fabulous personalities and the astronomical Hoopers. We've had the hot Hoopers since Hector was a small spaniel. Latest Hoopers again and still show us away out front — morning, afternoon, and evening.

● Better call that cool Katz man, Man — 'cause we've got the hottest buys and guys in town! They're real gone, Man!

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

Buy That VERY HIGHLY HOOPERATED, SALES RESULTS PREMEDITATED, CBS AFFILIATED STATION IN DES MOINES!

BROADCASTING TELECASTING

July 20, 1953 Vol. 45, No. 3

FCC'S NEW PLAN GIVES EDGE TO TV-NEEDY BIG MARKETS

The Commission amends its temporary processing procedures and establishes new city priority lists—to be issued later—which will provide the basis for processing and designation for hearing of new TV bids. Priority principle: Biggest city with least 'operating' service gets action first.

IN A MOVE to give the highly contested major markets their first or additional new television service as soon as possible, FCC last Friday announced a new and flexible system of priority for the processing and designation for hearing of mutually exclusive applications.

In essence: The bigger the market and the less the number of *operating* local stations, the sooner hearings will be held on competitive applications.

Of further significance under the new policy, "the Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities."

Uncontested applications will continue to be processed and acted upon by the Commission in the order in which they are received, the FCC notice stated.

Amends Footnote 10

The new hearing priority order, which becomes effective 30 days after publication in the *Federal Register*, amends "footnote 10" to Sec. 1.371 of the television rules—the "temporary processing procedure" established over a year ago by the Sixth Report and Order to expedite new TV grants to cities without service or with little service.

The newly amended "footnote 10" provides:

- For the establishment of two new city priority lists: Group A containing those cities with no operating TV stations and Group B containing those cities having one or more local operating stations. The larger the population (1950 census) and the less the operating service, the higher the priority listing a city receives.
- That the Group A and Group B lists will be revised and published anew every two months.
- That the order of processing will be alternately all of the applications for the first city under Group A; then all under the first city of Group B; back to Group A city No. 2, etc.
- That the Commission, in cases of "manifest injustice," can process and set for hearing certain applications without regard to the priority lines.

The new city priority lists for Group A and Group B will be issued initially by the Commission on the day the revised processing procedure becomes effective, FCC explained. Thereafter, the lists will be revised "bi-monthly."

It is expected that the lists will be headed by such cities as St. Louis, Pittsburgh, Miami, Buffalo, Milwaukee, Houston, New Orleans and Seattle, as well as Providence, Indianapolis, Memphis, Richmond, Jacksonville, Tulsa, Nashville and others.

Comr. Frieda B. Hennock dissented from the Commission majority adopting the order for the revised processing procedures even though she did not participate in the action. The order was adopted on Tuesday at an executive session and made public Friday. Comr. Sterling also did not participate.

Comr. Hennock argued that a proposed rule-making proceeding should have been ordered to allow public comment on the changes.

She contended the new procedure fails to give "necessary and desirable priority heretofore afforded applications for uhf stations" and gives no weight to outstanding grants, the "majority of which are in the uhf band."

The uhf priority is needed "for the assured establishment of an integrated vhf-uhf nationwide television service," she said.

Comr. Hennock also asserted the right to waive priority in "hardship" cases "may very well undercut and vitiate the very rule the Commission has adopted."

The term "operating television station," FCC explained, means a station actually on the air under regular license, or if under construction permit only, by means of a special temporary authorization for commercial operation or an authority to conduct program tests. It is this basis for priority, rather than merely "authorized" stations, which is considered to give practical application to the speed-up plan.

Industry Notes Inequity

Industry observers have long been aware that the original processing lines were out of date, since they were based on the 108 stations on the air at the time the Sixth Report lifted the freeze and finalized the reallocation plan. They have pointed out in recent months the inequities to major cities on the low end of the old processing lines caused by the numerous non-hearing grants to smaller markets ahead of them which also were first in line for comparative hearings for even more service.

The flexible new policy is expected to correct and maintain a more equitable balance with respect to population, operating stations, grants and pending contested applications.

The revised processing policy is the result of proposals submitted for Commission consideration by Comr. John C. Doerfer, Robert T. Bartley and George E. Sterling. Suggested alternate plans also had been drawn up for Commission review by Arthur Scheiner, chief of the Broadcast Bureau's Rules & Standards Division.

The policy is part of FCC's overall effort to bring TV to all areas of the country and provide major market competition as soon as practicable. Chairman Rosel H. Hyde outlined the effort in May before the Senate Interstate and Foreign Commerce Committee. Earlier in the year FCC adopted procedural shortcuts for conducting comparative TV hearings and only a fortnight ago it announced the proposed local advertising and 30-day cut-off plan affecting all initial applications for new TV stations, on which comments are due August 10 [B•T, July 13, 6].

In announcing the new priority lists, FCC said such lines will not involve noncommercial educational applications nor applications for the U. S. territories. These will be processed in the order in which they are accepted for filing, FCC explained.

Existing Licensees Barred

Existing licensees or permittees, except those ordered by the Sixth Report to change channels, will not be allowed to file for a switch of channel.

Where an application seeks a station in a city not listed in the table of channel assignments, but the city is within 15 miles of a listed city, the priority of the listed city shall apply for the purpose of processing, FCC explained.

The order also pointed out that where applications are mutually exclusive because the distance between their respective transmitters is less than minimum separation, such applications will be processed and set for hearing at the time the application with the higher priority is reached. However, should the transmitter separation problem be resolved "before a decision is rendered in the matter, the application with the lower priority will be returned to its appropriate place on the processing line."

To be considered mutually exclusive with a higher priority application, the lower priority bid must have been accepted for filing at least one day before action on the higher, the order stated. If the higher priority application is in hearing status at the time the lower priority bid is accepted for filing, the 30-day cut-off date will be applicable.

The Commission also provided in the order that where a mutually exclusive application not yet reached for processing becomes unopposed, or where a merger of the applicants is effected, the remaining application may be available for consideration on its merits at a succeeding Commission meeting as promptly as processing can be completed. This is the same policy revision announced by the Commission in late May [B•T, June 1, May 25].

The proposed advertising and 30-day cut-off rule issued a fortnight ago provides that

new applicants must advertise their filing with FCC in a local newspaper of general circulation once weekly for two weeks. For 30 days after the first advertisement, the application would be subject to competitive filing, and comparative hearing. After the 30-day period, however, it would be free for processing and grant if no other bid were filed. Purpose of this revision is to prevent last-minute "strike" or "block" applications from being filed to delay granting of the valid bids.

The Commission's order last Friday reviewed the purpose and form of the initial temporary processing procedure in which city priority Group A listed communities more than 40 miles from the nearest operating TV station and Group B listed cities less than 40 miles from an operating outlet.

The order recalled that because of the backlog of cases in hearing before the Commission's limited number of hearing examiners, FCC in October amended the procedure "to provide for the processing of 'in the clear' applications with only a sufficient number of conflicting applications to be processed and designated for hearing in order to maintain a flow of hearing cases."

'In the Clear' Processing

The Commission pointed out that it "is now current in the processing of 'in the clear' television applications. Such applications may now be processed in the order of filing and the temporary processing procedure established for handling such applications no longer appears necessary. However, there remains on file a backlog of mutually exclusive applications . . . We are of the view that a revised procedure for the handling of such mutually exclusive applications should now be established in the light of changed circumstances."

The order noted that "since the existing processing procedure has been established on the basis of the service rendered by the 108 television stations on the air prior to the freeze, it no longer accurately represents the service presently being received in many of the cities for which applications have been filed. We believe, in addition, that revised procedures for the processing and designation of applications for hearing should reflect only stations in operation within the cities concerned."

"The processing of mutually exclusive applications prior to designation for hearing will be commenced in the order of the priorities" in new city Groups A and B, the order stated, "with cities taken alternately from the two lines established. Upon completion of such processing, the applications will be designated for hearing. In view of the fact that some applications may require more time for processing than others, the actual date of designation for hearing may differ from the exact order of priorities as reflected by the list of cities."

Text of Amendment

Following is the text of the new amendment:

[10]*Temporary procedure for processing applications for television broadcast stations and for designating for hearing mutually exclusive television applications.*—Until further order of the Commission the following temporary procedures shall apply with respect to the processing of applications for television broadcast stations and for the designation for hearing of such mutually exclusive applications. The term "operating television station" as used in this footnote means a television broadcast station for which the Commission has issued a license for regular commercial operation, an STA for regular commercial operation, or authority to conduct program tests.

(1) *Non-commercial educational applications and applications for the Territories.*—Applications for noncommercial educational television stations and applications for television stations in Puerto Rico, Alaska, Hawaiian Islands and Virgin Islands will be separately processed in the order which they are accepted for filing.

(2) *Processing of non-competing applications for television broadcast stations*—(a) An application for a new television broadcast station must request a specific channel provided for in the Commission's Table of Assignments for the city in which the applicant proposes to construct the station. Regardless of the number of applications filed for channels in a city or the number of assignments available in that city, those applications which are mutually exclusive, i.e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6, and one application for each of the remaining channels, the latter three applications will be considered for grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(b) Non-competing applications for television broadcast stations will be processed in the order of filing.

(c) An application by a licensee or the permittee of a television broadcast station which seeks to modify an outstanding license or permit to specify a channel other than that authorized in said license or permit will not be accepted for filing by the Commission, with the exception of applications filed pursuant to Commission show cause orders.

(3) *Temporary procedure for processing and designating for hearing of mutually exclusive applications for television broadcast stations.*—(a) Mutually exclusive applications for permits to construct new television broadcast stations will be processed in the following manner: Such applications will be separated into two groups.

Group A—Applications for cities with no operating television stations.

Group B—Applications for cities with one or more operating television stations, subdivided into various subgroups on the basis of the number of such operating stations. Applications for cities with one operating station will be listed first; applications for cities with two operating stations will be listed next; etc.

Will Publish List

Based on the foregoing, the Commission will publish a list of cities for which mutually exclusive applications have been filed. Within each group and subgroup, cities will be listed by order of population (1950 Census). Where cities in Group A and Group B are listed in the Table of Assignments in combination, the total population of the cities shall be considered for the purposes of this subparagraph. Where an application requests a station in a city not listed in the Table but said city is within 15 miles of the city so listed, priority will be based on population of the listed city only. The list of cities will be published on the effective date of the rule and will be revised and published thereafter at bi-monthly intervals. The order of processing is as follows:

All applications for the first city listed in Group A.

All applications for the first city listed in Group B.

All applications for the second city listed in Group A.

All applications for the second city listed in Group B, etc.

(b) The Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

(c) Where applications are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in Section 3.610 of the Commission's Rules, said applications will be processed and designated for hearing at the time the application with the higher priority is processed. If the question concerning transmitter sites is resolved before a decision is rendered in the matter, the application with the lower priority will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a higher priority application, the lower priority application must have been accepted for filing at least one day before the higher priority application has been acted upon by the Commission. If the higher priority application is in hearing status at the time the lower priority application is accepted for filing, the 30-day cut-off date specified in Section 1.387 (b)(3) will be applicable.

(d) Applications for new television stations which were designated for hearing prior to April 14, 1952, and on which final action had not been taken by the Commission have been by order in each docket, removed from hearing status. Said applications and all other applications for construction permits for television broadcast stations which were filed prior to April 14, 1952, shall be amended by the filing of a new and complete FCC Form 301 as revised April 14, 1952. Such applicants and all new applicants shall set forth complete answers to all questions contained therein and shall submit new and complete exhibits, data and other attachments. Applicants may not answer questions or submit exhibits, data and attachments by cross-reference to other applications or documents on file with the Commission except where proposed exhibits, data and attachments are not obtainable without undergoing undue hardships. In such instances, cross-references must be specific and shall include the file number, page and paragraph of the application and amendment referred to, the number of the exhibit, and a description thereof. Applicants shall not cross-reference by using such phrasing as "on file," "previously filed" or similar phraseology. Applications which have not been amended by the filing of a completed FCC Form 301, or which fail to comply with the above requirements by the time they are reached for processing, will be dismissed.

'Sole Survivor' Policy

(e) Where a mutually exclusive application on file with the Commission which has not been reached for processing becomes unopposed, or where an amended application or a new application is filed in place of the several competing applications and the applicant formed by such a merger is completely or substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

Comr. Hennock's dissent follows:

I must register my dissent to the action taken by the Commission on July 14, 1953, in revising its processing procedure for applications for television broadcast stations.

It is my view that the Commission should not have adopted such a basic change in its existing procedure without affording the public and all interested parties an opportunity to comment on such a change and thus advise the Commission of their views. I, therefore, believe that the Commission should have instituted proposed rule making proceedings for the consideration of the revision of its processing procedure.

I think that the new priorities finally adopted by the Commission erroneously afford priorities only in terms of operating stations within a city. Thus, the priorities adopted by the Commission give no weight to the grants of construction permits which this Commission has made the majority of which are in the ultra high frequency (uhf) band. Moreover, these priorities are deficient in that they give no weight to the white areas, the areas presently without television service.

Moreover, the new procedure adopted by the Commission fails to give the necessary and desirable priority heretofore afforded applications for uhf stations. Approximately 85% of the channels allocated for the nationwide television service are in the uhf portion of the spectrum. A priority for uhf applications is necessary for the assured establishment of an integrated vhf-uhf nationwide television service.

I particularly object to that provision which provides that: ". . . the Commission may in the public interest and to prevent manifest injustice process and designate for hearing applications *without regard to the priorities.*"

In effect, the Commission has adopted an explicit rule to govern the processing of television applications—and simultaneously therewith has provided that it may "disregard" such a rule. Such a provision may very well undercut and vitiate the very rule which the Commission has adopted. One of the critical features of any schedule of processing, particularly in so vital an area, is that of certainty. The public and the industry must be able to rely on the Commission's rules with assurance that the plans, proposals and commitments which they undertake will not be short-circuited. This rule affords such assurance.

16 MAJOR ADVERTISERS READY FALL SPOT RADIO-TV CAMPAIGNS

The drive now underway gives signs of becoming one of the most lucrative in history. Most of the business will begin in mid-September or early October.

THE POWER DRIVE is on for spot campaigns, with at least 16 major advertisers already preparing schedules for a fall season that may turn out to be one of the most lucrative in the history of radio and television.

That was the finding of a special B•T check of the spot field last week.

Nearly all of the campaigns now being prepared are scheduled to begin in mid-September or early October.

Advertisers involved in this spot action are: General Electric, Wheatena Corp., Super Anahist, Penick & Ford, Petri Wine, Rath Wrapping Co., Pacific Borax, American Safety Razor, Robert Hall, Elgin Watch Co., Warner Brothers, Clark Brothers, M-G-M, Swan Soap, Phillips Petroleum and possibly Gulf Oil.

General Electric, through BBDO, New York, is preparing its 25-market spot campaign to start in September for 13 weeks. Wheatena Corp., through Brisacher, Wheeler & Staff, New York, is placing a radio spot announcement campaign commencing Sept. 7 for 26 weeks in about 65 markets.

Anahist Co. (Super Anahist), Yonkers, through Ted Bates Inc., New York, is lining up more than 100 markets for a radio spot schedule to start in late September and early October for 13 weeks.

Penick & Ford (My-T-Fine desserts), through BBDO, New York, is buying a 13-week radio spot campaign to be launched in October.

Petri Wine, through Young & Rubicam, Los Angeles, is placing a radio spot schedule on the West Coast, starting in September.

Rath Wrapping Co., through Young & Rubicam, Chicago, also is starting a spot schedule in September.

Pacific Borax Back

Pacific Borax, through McCann-Erickson, New York, is resuming its half-hour alternate-week sponsorship of *Death Valley Days* in the same markets used last year, plus 10% more starting in late September and early October.

American Safety Razor, through McCann-Erickson, New York, is considering a radio and television campaign to be launched in early fall. Definite decision is expected within two weeks.

Robert Hall Clothes spots currently are being placed by Jerry Bess, vice president of Frank B. Sawdon, the agency handling the account, who is on an extensive trip to cities which will have "super salesrooms" this fall. Mr. Bess will work out plans for spot radio and TV in the following cities: York, Lancaster, and Harrisburg, Pa.; Kansas City, Mo.; Kansas City, Kan.; Baltimore, and Brockton, Mass.

The Robert Hall chain is the largest user of retail radio advertising in the U. S. New stores will be opened in Chicago, Detroit and New York, with stepped-up radio and television campaigns.

Elgin Watch Co., through Young & Rubicam, Chicago, is planning a fall television campaign. Details still are being worked out.

Warner Brothers throughout the winter will continue to use television spots in cities where its movies are playing. Blaine-Thompson Co., New York, is agency.

Clark Brothers (Teaberry gum) through McCann-Erickson, New York, is considering a television and radio fall spot campaign.

Lever Brothers, through BBDO, New York, for Swan Soap, plans to expand with a radio spot campaign this fall.

Gulf Oil, through Young & Rubicam, New York, currently is considering whether to use radio and TV spots, or pour the money into network shows. Final decision is expected about Aug. 1.

Phillips Petroleum, through Lambert & Feasley, New York, will expand into three more television markets with 52-week schedules starting this fall.

M-G-M, for its latest picture, "Bandwagon," through Donahue & Co., New York, is using radio and television spots to promote the film feature in cities where it is appearing.

Biow Co. Names Clyne To Senior Vice Presidency

TERRENCE CLYNE, vice president and account supervisor on the Bulova Watch Co. account, last week was named senior vice president of the Biow Co., New York [CLOSED CIRCUIT, July 13].

Mr. Clyne

Mr. Clyne has been with the agency for the past six and a half years, and before that was an account executive and vice president of Free & Peters, station representation firm, New York. He was associated with two Wall Street firms before entering radio-TV.

In addition to being key man for the Bulova account, Mr. Clyde supervises the radio and television network business of all other clients of the agency.

Advertising Spearheads Cigarette Sales—McComas

Philip Morris president credits advertising with enabling the industry to meet changing conditions, and cites that its cost is less than four mills per pack.

ADVERTISING has played "an efficient and economic role" in enabling the cigarette industry to meet changing conditions, O. Parker McComas, president of Philip Morris & Co., told the company's annual meeting of stockholders last week.

In a talk in Richmond Tuesday, Mr. McComas referred to the trend toward king-size and filter-tip cigarettes as conditions that required advertising, but pointed out that sales in the industry had increased since 1940 from $1 billion to $3 billion while advertising costs for the industry as a whole had gone up only $40 million.

Calling advertising the "spearhead of the industry's selling mechanism," he noted that the industry average spent on advertising is less than two-fifths of a cent per week per pack. He emphasized that the industry spends about 2% of its sales for advertising, while the textile, clothing, food, grocery, drug and cosmetics and other industries "spend more."

Publicity for 'Lucy'

In this connection, Mr. McComas cited extensive publicity given to "$8½ million contract over a two-and-a-half-year period for the *I Love Lucy* show." He explained that although the figure appeared to be large, he considered it a "highly effective advertising purchase" because it "reaches 45 million people a week with the company's sales messages."

He told the stockholders that Philip Morris' sales for the six-month period ended June 30 amounted to $159,692,000 as compared with $151,007,000 for the similar period of 1952. The company's fiscal first quarter ending June 30, Mr. McComas continued, showed sales of $77,375,000 as against $78,655,000 for the same quarter last year. He attributed the sales decline in this quarter to "the very substantial orders placed by the trade in the previous quarter just prior to the price rise.

PUTTING practically all of its advertising budget for the coming year into radio, Sweet Candy Co., Salt Lake City, has purchased 6,074 transcribed announcements on the full Intermountain Network. Schedule encompasses 39 stations in nine states to begin in September. Completing negotiations are (l to r): W. W. Cassidy, president and general manager, Sweet Candy Co.; L. J. Sweet, vice president and secretary-treasurer of firm, and Bill Peterson, regional sales manager, Intermountain Network.

CLIENTS FETE TED WORKMAN

ADVERTISING clients of Ted Workman Advertising, Dallas, in appreciation of years of work on their accounts, June 26 feted Ted A. Workman, head of the Dallas agency, in honor of the firm's election to the American Assn. of Advertising Agencies.

At a surprise dinner at Dallas' Lakewood Country Club, Mr. Workman's clients and suppliers presented him with a Bell & Howell recording movie projector and a red wig, the latter to replace "the hair lost by worry over his accounts."

Clients present included Bud Hilker, advertising manager, Eastman Oil Well Supply Co., Denver; John Wilson, president, and Aubrey Wilson, general sales manager, Wilson Mfg. Co., Wichita Falls; Charles Murray, Lake Whitney Enterprises, Whitney, Tex.; Frank Lebus Sr., president, Lebus Rotary Tool Works Inc., Longview, Tex.; Charles Warman Jr., general sales manager, Wichita Falls Foundry & Machine Co., Wichita Falls; Walter Amis, president, National Geophysical Co.; Don Sillers, president, Peerless Mfg. Co., and Harry Lemmons, president, Saladmaster Sales Inc., all Dallas. I. C. Franklin, executive vice president of Saladmaster Sales, acted as toastmaster.

CLIENTS of Ted Workman Advertising, Dallas, present Mr. Workman with a recording movie projector at dinner celebrating his agency's election to AAAA. L to r: I. C. Franklin, executive vice president, Saladmaster Sales Inc.; Bud Hilker, advertising manager, Eastman Oil Well Supply Co.; Aubrey Wilson, general sales manager, Wilson Mfg. Co.; Harry Lemmons, president, Saladmaster Sales; Mr. Workman; Frank Melton, Melton Printing Co.; M. Blanks, Blanks Engraving Co.; Charles Murray, Lake Whitney Enterprises, and John Wilson, president, Wilson Mfg. Co.

R&H Brewery Slates Spot Campaign on WNEW

RUBSAM & HORRMANN Brewery, New York, is using the largest radio spot campaign in its history over WNEW New York in its sponsorship of the *Musical Baseball Scoreboard* on behalf of R&H crown premium beer, the station reported last week.

A minimum of 42 spot announcements weekly will be carried throughout the 1953 baseball

RUBSAM & HORRMANN Brewery, Staten Island, N. Y., signs with WNEW New York for announcements on *Musical Baseball Scoreboard* package. Completing paperwork for the business are (l to r) Carl A. Richter, R & H vice president; Charles H. Bartels, R & H advertising manager, and Ira Herbert, WNEW vice president and sales director.

* * *

and World Series season, it was said, with coverage spread throughout WNEW's 24-hours-a-day air schedule. The program is a transcribed jingle package, giving up-to-the-minute reports on major league baseball and other data.

Carl A. Richter, vice president of R&H, said the spot announcements are expected to have a saturation level of more than 8 million listener impressions weekly.

Eight Advertisers Sign For WABD (TV) 'Tele-Dizing'

SIGNING of eight advertisers for spots and participations over WABD (TV) New York in conjunction with the station's recently-announced merchandising plan, "Tele-Dizing," was announced last week by Lawrence L. Wynn, WABD sales manager. Clients include:

Coca-Cola Bottling Co. of New York, Monsanto Chemical Co., American Home Foods Inc., Ferrara Confectionary Co., Sage Labs. Inc., Hoffman Beverages Inc., Skinner Eddy Inc. and Home Style Food Products Co. Inc.

"Tele-Dizing," which is designed to integrate the promotional ability of TV sponsorship with point-of-sale promotion, was organized by WABD in association with five major chains in the New York area—A & P, Grand Union, Food Fair, Safeway and H. C. Bohack. An advertiser who signs with WABD for a minimum of 13 weeks will receive "mass end" aisle display for his products in the five chains for one week.

Magazine Revenue Up

ADVERTISING revenue for general and farm magazines reached a record $304 million for the six months of 1953 ended June 30 as compared with $279 million for the same period of 1952, the Magazine Advertising Bureau reported last week. Figures were said to be supplied by the Publishers Information Bureau service, which measures advertising in 88 general magazines and six national farm magazines.

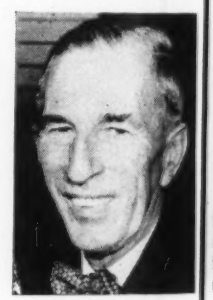
Barney's Budget Clarified

BARNEY'S CLOTHING Co.'s advertising budget now totals $15,000 to $20,000 per month. "Per month" was inadvertently omitted from the July 13 B•T account of a talk by Emil Mogul of Mogul Co., New York, agency for Barney's.

LEONARD T. BUSH OF COMPTON DIES

LEONARD T. BUSH, 62, vice president-secretary and a director of Compton Advertising, New York, died at his home in Bucks County, Pa., July 12.

Mr. Bush was chairman of the American Assn. of Advertising Agencies' committee on radio broadcasting from 1939 to 1942 and continued as a committeeman until 1948, when it became the radio and television production committee, on which he served until last May.



Mr. Bush

He also was general chairman of the agency observers in last fall's negotiations with American Federation of Television & Radio Artists; was a director of Broadcast Measurement Bureau from 1945 to 1951, and served on 4-A's special committees on "usurped broadcasts" in 1944-45, and on radio-TV policy from 1945 to 1950.

Surviving are his widow, Edith Fleu Bush, and two daughters.

NEW BUSINESS

Nehi Beverage Co., L. A., (Royal Crown Cola, Nehi and Party Pak Beverages), through Raymond R. Morgan Co., Hollywood, starts summer spot campaign, week of July 20 with seven half-hour programs weekly in addition to spot announcements.

Brown & Williamson Tobacco Corp. (Kool cigarettes) signs to sponsor *My Friend Irma* on CBS-TV, Fri., 10-10:30 p.m. EDT., starting Oct. 2. Agency: Ted Bates & Co., N. Y.

Hotpoint Inc. renews alternate-week sponsorship of *Adventures of Ozzie and Harriet* on

ABC-TV for 40 weeks, effective Sept. 25, Fri., 8-8:30 p.m. EDT. **Lambert Co.** is other sponsor. Hotpoint agency: Maxon Inc., N. Y.

Bristol Myers Co., New York, to sponsor new series, *The Man Behind the Badge,* a Bernard Prockter production, replacing *Arthur Murray Party* effective Oct. 11 (CBS-TV, Sun., 9:30-10 p.m.). Doherty, Clifford, Steers & Shenfield, N. Y., agency.

Albers Milling Co., Seattle (Friskies dog food), starts first quarter-hour segment of *CBS Radio News Room, Sunday Desk* on 23 CPRN stations, Sun., 5:30-6 p.m. PDT, for 52 weeks from Aug. 30. Agency: Erwin, Wasey & Co. Co-sponsor is **North American Van Lines.**

Ralston Purina Co. renewed *Space Patrol* on ABC-TV, Sat., 11-11:30 a.m. EDT, for 52 weeks effective July 11. Agency: Gardner Adv., St. Louis.

Kaufmann Bros. & Bondy Inc., West New York, N. J. (Kaywoodie Pipes), is co-sponsoring *Break The Bank,* NBC-TV, Tues., 8:30-9 p.m. EDT, with **Five Day Deodorant Pads.** Grey Adv., N. Y., is agency for both sponsors.

AGENCY APPOINTMENTS

Kirsten Pipe Co. names Cole & Weber, both Seattle, to direct its national advertising, with first emphasis this fall on firm's line of cigarette holders. **Sidney Copeland** is account executive. TV will be used.

Gowland Creations, Santa Barbara, Calif. (model ships in bottles), appoints Western Adv. Agency Inc., L. A. Account manager is **J. C. Moore.**

Wallis & Son Inc. appoints The Edwards Agency Inc., L. A., to handle regional advertising for Bernina Zig-Zag Sewing Machine. **Edward L. Koblitz,** agency president, is account executive.

Hi-Spra Sprinkler Corp., L. A. (self-installation plastic pipe, fittings and "pop-up" sprinkler heads), appoints Milton Carlson Co., that city. Spots over five local TV stations started July 13, with additional radio campaign planned.

San Juan Fishing and Packing Co., Seattle, appoints Cole & Weber, same city, to direct firm's advertising campaign. Account executive is **Lee Jacobi.** TV will be used.

B-B Pen Co., Hollywood, appoints Hilton & Riggio Inc., N. Y., effective Aug. 1.

Grass Noodle Co. appoints Arthur Meyerhoff & Co. as its agency to coordinate advertising of soup mixtures with merchandising and sales plans. Radio may be used.

Sonic Industries Inc., N. Y. (Duosonic phonographs with stereoscopic sound) names The Getschal Co., that city. Radio will be used.

Strick Co., Phila. (Truck trailers), appoints Gray & Rogers agency, that city.

Country Home Bread, Wolcott, Conn., appoints Edward Gracemen & Assoc., Hartford, for all advertising and sales promotion. TV will be used.

Lester Martin & Co. (Fruit of the Loom Lingerie) names William Warren, Jackson & Delany, N. Y., to handle its television advertising.

OHIO MOVIE LAW PUT TO HIGH COURT

Why may state censorship boards rule on showing of theatre films but not on TV films? Superior Films Inc., production firm, will put that question to the U. S. Supreme Court in its fight to release a movie banned by such a board in Ohio.

THE FACT that state censorship boards may not pass judgment on motion pictures shown on television, but may require films for theatre exhibition to be reviewed will be one of the questions raised by Superior Films Inc., in its appeal to the U. S. Supreme Court from a ruling of the Ohio Board of Censorship against the film, "M".

The Seymour Nabenzel production firm was given permission last week by the Ohio Supreme Court to appeal directly to the U. S. Supreme Court on the constitutionality of the Ohio law setting up the film censorship board. Last May, the Ohio Supreme Court affirmed the constitutionality of the state's law establishing the board of censors.

Thumbs Down on 'M'

The film, titled "M", was turned down by the Ohio censors in August 1952 on the ground it was "harmful." The film portrays a psychotic character who kills children. A remake of a pre-war German film, it has passed review boards in all other states, according to John C. Harlor, attorney for the producer.

The alleged discrimination between films for theatres, required to be passed by Ohio reviewers, and those for TV, which the censors may not judge, was raised in the argument before the Ohio Supreme Court early this year.

Initially, the U. S. Supreme Court must rule on its jurisdiction in the matter. If jurisdiction is accepted, the merits of the case then will be argued.

Freedom of TV film from state censorship boards was established in 1950 when the U. S. District Court and the Court of Appeals in Philadelphia ruled that the Federal Government had "occupied" the field of broadcasting and that state agencies had no jurisdiction. Suit involved the DuMont Television Network and the Pennsylvania Board of Consors.

NBC Film Division Adds Six Salesmen to Staff

ADDITION of six new representatives to the NBC Film Division's sales staff was announced last week by John B. Cron, national sales manager, in a move to expand division activities.

Robert Rodgers, account executive with NBC Spot Sales for two years, and Jacques Liebenguth, salesman for Acme Manifolding Co., have joined the eastern regional sales office in New York. They will report to Leonard Manager.

New members of the central sales office are Richard H. Baldwin, who has been with Paragon Pictures, Evanston, Ill.; Edward A. Montanus, advertising manager of Bryant Machinery & Engineering Co., Chicago, and Frank S. Shaw of NBC's guest relations staff. They will work under H. Weller Keever in Chicago.

James Strain, who has been with the World Broadcasting Co. and Capitol Records, has joined the western division office. He will report to Clifford Ogden in Hollywood.

SAG Film Rates Summarized

SCREEN ACTORS GUILD is distributing to all advertising agencies and television film producers an 11-page pamphlet titled *Memo From Screen Actors Guild Re Talent Costs in TV Filmed Commercials.* It comprises a review of the basic rates for actors' services in TV filmed commercials.

HAWLEY TO SET UP TV FILM BROKERAGE

Mark Hawley forms firm as a TV film program buying service and as station brokers and TV consultants. Stations and agencies will pay nothing for film program services, Mark Hawley Assoc. president says, since MHA will take a straight 10% commission 'off-the-top-of-the-package'.

INCORPORATION in New York state of Mark Hawley Assoc. for the "first brokerage of television film programs" was announced last week by Mark Hawley, founder and president of the organization.

Mr. Hawley said the organization is designed primarily as a TV film program purchasing service, but also will operate as station brokers and television consultants. He said he will resign as radio-TV director of budget control and program procurement from N. W. Ayer & Son, New York, effective Sept. 1, to assume direction of the new organization.

The company will operate on an "over-the-counter" basis in transactions with agencies and stations, Mr. Hawley explained, with the stipulation that "it will not urge clients to affiliate with any group or advance monies in subsequent purchases."

Service Costs 'Nothing'

"Most important," Mr. Hawley continued, "our film program purchasing service will cost TV stations and agencies absolutely nothing. We have completed arrangements with the suppliers whereby MHA will realize a straight 10% commission "off-the-top-of-the-package."

According to Mr. Hawley, eight advertising agencies and 54 TV stations will be making use of MHA facilities throughout the country.

Mr. Hawley said he is prepared to arrange station film purchases on single, multiple or block orders. In his agency relationships, he continued, his firm will help agencies fulfill their regional and local programming obligations.

He said that by combining the regional needs of many agencies, co-sponsorship of high-priced national programming stands to benefit the regional sponsor with the smaller budget. In this way, Mr. Hawley added, the regional client can be brought into competitive alignment with the large national advertiser in quality of talent and performance.

Mr. Hawley's background in radio, films and TV is said to cover a period of 27 years. Dur-

ing World War II, he was a producer-director of training films for the Navy and later organized and operated the Fleet Motion Picture Office for Adm. Chester W. Nimitz. He formed a film production company, Hawley-Lord Inc., following the war, and served later as producer-director of TV for NBC before joining Ayer.

'VICTORY AT SEA' SALES REACH 44

SYNDICATION sales of *Victory at Sea* have reached 44 since May 3 when the series completed its run on NBC-TV, John B. Cron, national sales manager of the NBC Film Div., announced last week.

He said latest sales of *Victory* were to Ford dealers for showing on WNBW (TV) Washington starting Sept. 28, and to the J. A. Walsh Co. for the Hoffman Television Co. on KPRC-TV Houston, KFYR-TV Bismarck, N. D., and WTVH (TV) Peoria.

Sales of other NBC Film Div. offerings, Mr. Cron said, include *The Cop* in 14 markets; *Captured*, eight; *Douglas Fairbanks Presents*, 78; *Dangerous Assignment* and *Hopalong Cassidy*, 115; *The Visitor*, 28, and *Weekly News Review*, 30.

'March of Time' Holds Up Production Indefinitely

DECISION to hold up production of the *March of Time* weekly television show for an indefinite period was announced Thursday by Arthur Murphy, manager of the *March of Time*.

Mr. Murphy said the organization's management decided to take this position "to analyze the *March of Time* production position in relation to the rapidly changing nationwide status of television." It was planned originally to resume production on the program in October.

During most of the 1952-53 season, Mr. Murphy said, the program was sponsored on more than 70 U. S. television stations. The award-winning *Crusade in Europe* and *Crusade in the Pacific* were the first TV programs produced by the Time Inc. division.

Film Sales

Reversing the normal sequence, **Louis Weiss & Co.**, Los Angeles, has sold four half hour *Craig Kennedy, Criminologist* TV programs, filmed by **Adrian Weiss,** to **Anglo-Amalgamated Film Distributors Ltd., London,** for theatrical distribution in Great Britain. The films will be combined into two full hour features with a British personality narrating introduction and conclusion.

Included in package deal is theatrical feature "The People's Choice," which Weiss has been distributing to U. S. stations.

Meanwhile in this country, **WCAU-TV** Philadelphia, through Vice President **Charles Vanda,** has concluded negotiations with **Louis Weiss** for third and fourth run rights to *Craig Kennedy, Criminologist*. The third run started July 9 and programming continues weekly through the next 12 months.

•

Consolidated Television Sales has sold five *Hollywood Half Hour* TV filmed programs to **Hotpoint Inc.,** through **Maxon Inc.,** for presentation on **WTMJ-TV** Milwaukee, **WKY-TV** Oklahoma City, **WSPD-TV** Toledo, **KSD-TV** St. Louis, **WBEN-TV** Buffalo and **WHAS-TV** Louisville. The films will be shown under the title of *Hotpoint Summer Theater*.

•

Robert Lawrence Productions, New York, has been signed to produce a series of TV film commercials for **Shell Oil Co.'s** "TCP" campaign, through **J. Walter Thompson Co.,** New York.

•

WFIL-TV Philadelphia starts weekly quarter-hour *Little Theatre*, video film series produced by **TeeVee Co.,** Beverly Hills, Aug. 3 for 52 weeks.

Production

Gross-Krasne Inc. Hollywood production facilities currently are being utilized by **William B. Dolph** to film a quarter-hour TV series featuring commentary on national affairs by **Fulton Lewis, jr.** Mr. Dolph is producer of Mr. Lewis' MBS radio series. Nature of the format might cause filming to eventually shift to Washington or New York. **United Television Programs Inc.** will syndicate the video version.

•

Ely Landau Inc., New York TV production and distribution firm, has completed production on an additional 26 episodes of *The Passerby* film series for television. The series consists of 15-minute programs utilizing original scripts and covering drama, melodrama, fantasy, comedy and science fiction.

•

Revue Productions, North Hollywood, with the signing of **Endre Bohem,** former producer with Screen Gems Inc., is preparing for shooting of **Revlon Products Corp.'s** anthology TV film series, now telecast live from New York over NBC-TV. Mr. Bohem, now looking for scripts, will serve as producer. The firm starts production this month on ABC-TV's *Pride of the Family*, starring **Paul Hartman** and **Fay Wray,** and new group of 26 half-hour programs in *Kit Carson*.

•

Meridian Pictures, Hollywood, with filming on the 52nd half-hour film in CBS-TV's *Schlitz Playhouse of Stars* completed, has picked up options of the production crew in order to make certain the same craftsmen will be available when shooting resumes Sept. 1. Series recently has been renewed by **Jos. Schlitz Brewing Co.,** Milwaukee, for 52 weeks. Agency is **Lennen & Newell Inc.**

•

Rockhill Production, New York, last week started on 15 one-minute, 20-second and 10-second films for the **American Heart Assn.,** for use in the 1954 heart campaign. Featuring **Gen. Omar Bradley, Thomas Mitchell** and other personalities, the films will be distributed to all stations.

Random Shots

Stuart Reynolds, president of Sovereign Productions and Reynolds Productions, Hollywood, has urged creation of a public museum in Hollywood to house television film production and industrial exhibits. He suggested that the museum be co-sponsored by the TV industry and California manufacturers. Mr. Reynolds outlined his recommendation at a merchandising clinic of Southern California Mfrs. Assn., recently held in Fresno.

•

Danny Kaye, longstanding holdout against TV, will shoot six or seven twenty-second TV spot trailers to promote his independently produced "Knock on Wood." Trailers will be used on stations at time of picture's release.

Film People

Martin Ross, Emperor Films, New York, has been appointed representative for **Louis Weiss & Co.,** Los Angeles, for New York State, New England and northern New Jersey. **Henry Wright,** Baltimore, representing firm in Maryland, Delaware and District of Columbia, adds Pennsylvania to his territory. **John E. Kenealy,** Detroit, appointed representative for Detroit and other Michigan cities.

•

Arrow Productions, New York, names **Charles Alsup** as western and southwestern sales representative and **Don Kerr** as New England sales representative to handle the 52 *Ramar of the Jungle* programs and the newly acquired "Peerless Package."

•

Richard J. (Joe) Cunningham, formerly with Foote, Cone & Belding, has been appointed director of motion picture and television production for **Kling Studios Inc.,** Chicago. Mr. Cunningham previously was with John Sutherland Productions as production executive.

•

James Broderick, casting department, M-G-M, Culver City, to **Frank Wisbar Productions,** Hollywood, as casting director on NBC-TV's *Fireside Theatre*.

•

Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corp., Hollywood and New York, appointed to board of directors of Stanford (University) Research Institute.

•

Hopalong Cassidy (Bill Boyd) was forced to defer production on five pictures over a two week period on doctor's orders after suffering a combination of sunstroke, heat exhaustion and a virus infection in the 110 degree heat on ranch location on the edge of the Mojave Desert earlier this month.

When Mr. Boyd resumes shooting today (Monday), he will have 19 of his current 26 films series to complete.

•

Sherman Price, director of distribution for the **Princeton Film Center Inc.,** Princeton, N. J., currently is in Hollywood to increase West Coast distribution facilities of the production-distribution company. Increase of TV distribution activity prompts the move, Mr. Price said.

•

Paul N. Robins, general manager of **Television International Co.** and president of **Library Films Inc.,** New York, sailed on the *Liberte* fortnight ago for a seven week business trip in Europe.

•

Robert E. Ross, president of **Robert E. Ross Productions,** father of a son, Lance Alan.

•

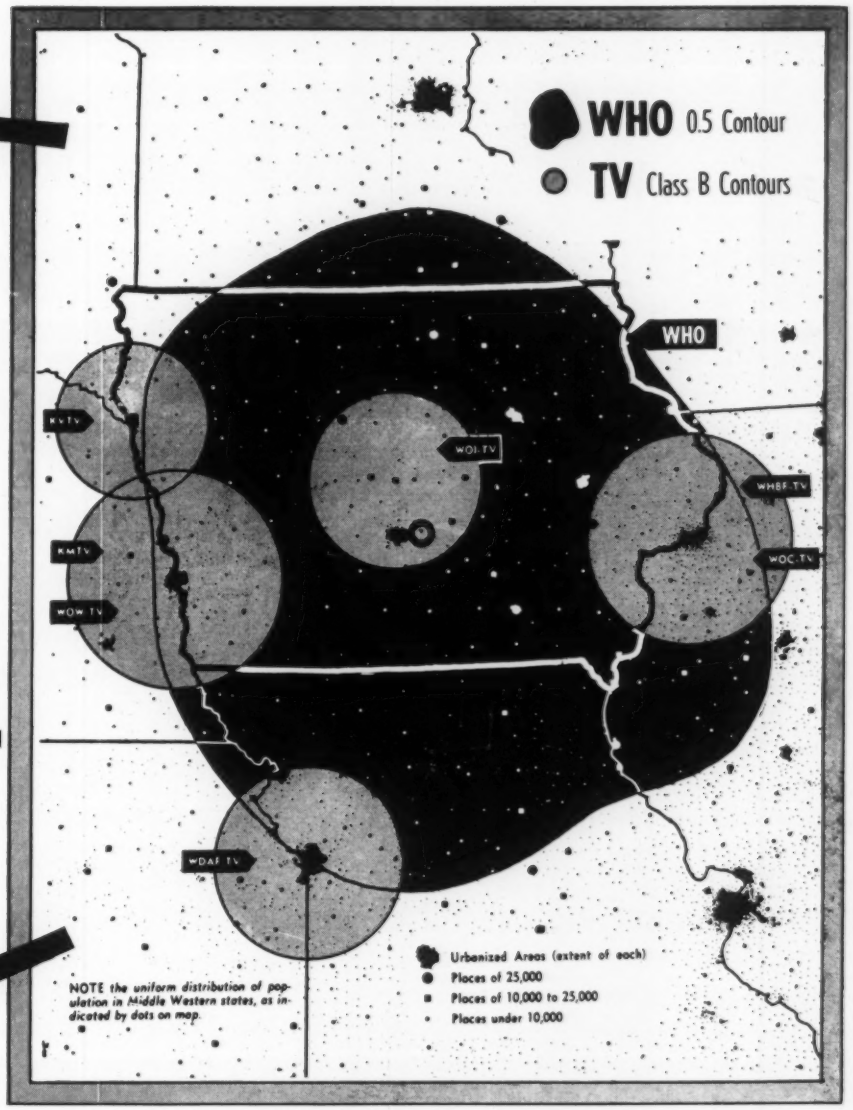
Irving Greenberg, in editorial department, **Gross-Krasne Inc.**, Hollywood TV film production company, father of boy July 3.

XUM

TV'S OK, BUT...

LOOK WHAT YOU GET WITH

WHO!-



Five television stations offer an audience within "WHO-land". We say "an audience" because WHO's 0.5 MV area is 244.4% larger than the five TV markets combined!

The *largest* all-Iowa TV market has 136,104 television homes (See Telestatus, Page 39, this issue). The 1952 SAM Report credits WHO with 625,546 daytime families, 600,255 nighttime families—*about half of whom have two or more home radio sets!*

50,000-watt WHO is an old-established Iowa institution which for almost thirty years has meant "good listening" to millions of people—"a good buy" to thousands of advertisers. What's more, WHO *likes* its advertisers, and our advertisers like us because of *results*. Now more than ever, WHO is Iowa's greatest advertising value!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

BAKER OUTLINES 1954 SAMS STUDY

The radio-TV study, slated for the spring of 1954, aims for greater coverage with less cost to subscribers.

PLANS for Standard Audit & Measurement Services' 1954 measurement of radio and TV station circulation are being announced today (Monday) by Kenneth H. Baker, SAMS president, who states that field work for the study, with refinements on the 1952 measurement technique, will be conducted in the spring of 1954.

Dr. Baker said solicitation of station participation already has started and predicted that subscribers will exceed the 410 stations who signed for the 1952 study.

"We have improved our ballotting and tabulating procedure to the point that we can deliver a better study in less time," he said. "Furthermore, our prices will be reduced again for early subscribers. Our prices in 1952 averaged 30% below those of the BMB in 1949. This time we are coming down, on the average, another 35%, putting the study well within the reach of every station."

Like the 1952 project, it will be based on a mail ballot, but Dr. Baker said the ballot has been improved to speed up tabulation and to reflect all radio listening and TV viewing.

"Within a few days we will announce a new and improved service for advertisers and agencies," he said, "so that our present list of advertiser and agency users will also be expanded.

"Our original objective of producing a better measurement faster and at less cost is gradually being attained. We deeply appreciate the endorsement we have received in the past of our efforts in this direction and we look forward to even greater support in the future."

The 1954 mailing is expected to total 680,000 as against 670,000 in 1952, with an estimated 330,000 ballots in tabulation as compared to 325,000 before. A total of 3,099 county units and an estimated 1,650 cities will be separately reported, as compared with 3,100 and 1,600, respectively, in the 1952 measurement. Delivery will be made six months after the field work is completed whereas delivery required nine months in the case of the 1952 study.

In addition to 410 radio and TV station subscribers to the SAMS 1952 study, 130 advertisers and agencies obtained complete sets of the reports and numerous special tabulations of the data were made for individual advertisers.

Televiewing Doesn't Drop After 'Novelty'—Witty

OFT-CONTENDED claim that televiewing drops after the novelty of set ownership wears off is without basis in fact, Paul Witty, Northwestern U. professor of education, reports in his fourth annual TV study released Friday. He described his survey at a sectional meeting of the Reading and Language Arts Conference at the Northwestern Technological Institute in Evanston, Ill.

Prof. Witty, director of the psycho-educational clinic at N. U., surveyed some 3,000 elementary and high school pupils, their teachers and their parents, in the Chicago area. His conclusion: They spend more time watching television now than they did in 1950.

Elementary school pupils on the average watch more than 22 hours each week, about an hour more than three years ago, while the average jumped from 14 to 17 hours for high school pupils and from 9 to 12 among teachers.

Braves Hype Set Sales

ADVENT of major league baseball in Milwaukee is credited with exerting a beneficial effect on sale of radio sets in that area. Ray O. Habenreit, vice president and general manager of Admiral Distributors Inc., reported last week that sales of Admiral radios in the Milwaukee area since April are up 200% over the corresponding period of 1952. The Milwaukee Braves games are not telecast but are broadcast over WTMJ and WEMP Milwaukee.

Ike Report Rated First In Pulse Report for June

PRESIDENT EISENHOWER'S television report to the nation on June 3 received top rating among network TV shows for the Pulse's June sampling. CBS-TV's *I Love Lucy* and NBC's *Howdy Doody* took first place in regularly-scheduled once-a-week and multi-weekly shows respectively. Complete breakdowns follow:

Top Fifteen Regularly Scheduled Once-A-Week Shows

	Program Average Rating	
	June	May
President Eisenhower* (4 Nets)	55.4	
I Love Lucy (CBS)	53.9	53.8
You Bet Your Life (NBC)	41.7	43.3
Dragnet (NBC)	41.2	41.4
Godfrey's Talent Scouts (CBS)	38.5	38.4
Texaco Star Theatre (NBC)	37.0	38.1
Comedy Hour (NBC)	36.8	41.5
Jackie Gleason (CBS)	35.9	38.2
Godfrey and His Friends (CBS)	34.7	37.3
Red Buttons (CBS)	34.6	32.2
What's My Line? (CBS)	32.7	33.3
TV Playhouse (NBC)	31.8	32.8
Burns and Allen (CBS)	30.2	31.0
Our Miss Brooks (CBS)	29.9	31.4
Fireside Theatre (NBC)	29.8	32.6
My Little Margie (CBS)	29.2	

* Since this is not a regularly scheduled program, the top 16 shows are listed.

Top Ten Regularly Scheduled Multi-Weekly Shows

	Program Average Rating	
	June	May
Howdy Doody (NBC)	15.6	16.9
Perry Como (CBS)	13.4	13.4
Camel News Caravan (NBC)	13.1	14.4
Kate Smith (NBC)	12.3	13.5
Captain Video (DuM)	12.1	12.8
Dinah Shore (NBC)	11.7	13.2
Strike It Rich (CBS)	11.2	11.7
Search for Tomorrow (CBS)	10.5	10.2
USA Canteen (CBS)	10.5	
Eddie Fisher (NBC)	10.3	10.2

MULTI MARKET TELEPULSE

	Average ¼ Hour Homes Using TV Entire Week, 12 Noon - 12 Midnight		% of TV Homes in Radio Families	
	June 1953	June 1952	June 1953	June 1952
Atlanta	32.8	28.4	66.5	49.1
Baltimore	29.9	28.2	86.9	74.9
Birmingham	30.2	29.6	51.7	33.6
Boston	29.4	30.6	77.7	63.4
Buffalo	33.4	29.7	76.4	61.8
Chicago	32.0	33.2	77.0	64.3
Cincinnati	33.9	31.4	78.8	65.0
Cleveland	34.8	29.2	79.6	64.3
Columbus	33.1	32.0	74.4	61.3
Dayton	30.2	26.6	70.1	52.9
Detroit	31.4	27.9	77.3	63.9
Houston	33.3	*	57.3	*
Los Angeles	33.5	33.4	78.1	64.9
Milwaukee	34.1	32.0	81.2	65.0
Minneapolis-St. Paul	29.8	27.6	71.4	57.4
New Orleans	35.5	31.8	52.8	37.7
New York	34.0	31.2	78.8	65.6
Philadelphia	27.4	27.0	81.1	70.0
Pittsburgh	33.8	32.5	66.4	48.4
Providence	26.3	*	67.7	*
Richmond	29.1	25.5	69.9	58.4
San Antonio	30.6	30.9	54.8	38.1
San Diego	31.9	*	71.1	*
San Francisco-Oakland	32.6	30.6	57.1	36.4
Seattle	34.3	34.6	49.8	30.8
St. Louis	31.8	32.2	73.7	56.6
Syracuse	30.0	28.6	75.2	62.5
Washington	30.8	30.3	77.0	62.3
All Markets	32.1	30.8	75.5	62.4

* No TV in June 1952

PULSE JAN.-JUNE TOPPED BY 'LUCY'

PULSE Inc. last week released its tabulation of the 25 top-rated TV shows of the January-June period, with CBS-TV's *I Love Lucy* in the lead and described as "the first to achieve a Pulse six month's average rating of plus-50."

Situation comedies (7), dramas (6), and comedy-variety shows (6) predominate. Following is the list, taken from the Multi-Market TelePulse and showing also the ratings of the shows for the July-December and January-June 1952 periods:

	Jan.-June 1953	July-Dec. 1952	Jan.-June 1952
I Love Lucy (CBS)	53.7	46.6	39.5
Godfrey's Talent Scouts (CBS)	41.4	36.0	39.1
You Bet Your Life (NBC)	41.0	30.8	32.9
Texaco Star Theatre (NBC)	39.9	41.2	36.6
Dragnet (NBC)	39.6	34.0	–
Godfrey & His Friends (CBS)	38.0	33.1	33.8
Comedy Hour (NBC)	37.2	35.0	27.4
Your Show of Shows (NBC)	37.2	34.8	35.7
Fireside Theatre (NBC)	33.0	30.5	31.6
Television Playhouse (NBC)	32.8	27.5	30.0
What's My Line? (CBS)	32.7	26.9	25.6
Jackie Gleason (CBS)	32.1	+	*
Mama (CBS)	30.8	27.1	29.5
Our Miss Brooks (CBS)	30.8	25.4	*
Red Buttons (CBS)	30.8	+	*
Boxing (Wed.) (CBS)	29.5	27.4	26.3
Your Hit Parade (NBC)	29.0	25.0	24.1
My Friend Irma (CBS)	28.9	27.1	24.6
All Star Revue (NBC)	28.3	+	+
Ford Theatre (NBC)	27.9	+	*
Burns & Allen (CBS)	27.6	+	+
Studio One (CBS)	27.6	24.1	25.3
Boxing (Fri.) (NBC)	27.4	+	24.7
My Little Margie (CBS)	27.0	+	*
Robert Montgomery (NBC)	26.8	25.6	25.9

\+ Failed to make Top Twenty-Five

* Not telecast during this period

CBS Radio Weekday Shows Top June 7-13 Nielsen-Ratings

CBS Radio's weekday shows entirely dominated the top ten ratings in that category, according to A. C. Nielsen Co.'s national figures for the week of June 7-13.

The same National Nielsen-Ratings for evening, once-a-week shows, has CBS Radio garnering seven of the ten top spots with NBC radio shows in the other three positions.

The ratings:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK (Average For All Programs)		(1,656)
1	Jack Benny (CBS)	3,536
2	Lux Summer Theatre (CBS)	3,222
3	Yours Truly, Johnny Dollar (CBS)	2,999
4	People are Funny (CBS)	2,820
5	Big Story (NBC)	2,551
6	Our Miss Brooks (CBS)	2,417
7	You Bet Your Life (NBC)	2,372
8	Great Gildersleeve (NBC)	2,372
9	Mr. and Mrs. North (CBS)	2,372
10	My Little Margie (CBS)	2,238
EVENING, MULTI-WEEKLY (Average For All Programs)		(985)
1	One Man's Family (NBC)	1,880
2	News of the World (NBC)	1,745
3	Gabriel Heatter (Am. Home) (MBS)	1,522
WEEKDAY (Average For All Programs)		(1,477)
1	This Is Nora Drake (Seeman) (CBS)	2,506
2	Romance of Helen Trent (CBS)	2,327
3	Our Gal, Sunday (CBS)	2,283
4	Arthur Godfrey (Toni) (CBS)	2,238
5	This Is Nora Drake (Toni) (CBS)	2,193
6	Arthur Godfrey (Liggett & Myers) (CBS)	2,148
7	Guiding Light (CBS)	2,148
8	Perry Mason (CBS)	2,148
9	Arthur Godfrey (Nabisco) (CBS)	2,148
10	Wendy Warren and the News (CBS)	2,104
DAY, SUNDAY (Average For All Programs)		(761)
1	Shadow, The (MBS)	1,477
2	World Music Festivals (CBS)	1,477
3	Old-Fashioned Revival Hour (ABC)	1,208
DAY, SATURDAY (Average For All Programs)		(1,298)
1	Stars Over Hollywood (CBS)	2,372
2	Theatre of Today (CBS)	2,327
3	Fun For All (CBS)	1,880

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You wouldn't harness an elephant to a lawnmower, would you?

You don't need 50,000 watts—or 10,000 or even 5000—to cover the *compact* Baltimore market!

W-I-T-H will do the job for you—*without waste!* Network stations overlap areas covered by their own affiliates . . . their effective coverage is limited to just about the area W-I-T-H itself covers.

NIELSEN SHOWS W-I-T-H IN LEAD!

In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station—network or independent—in weekly daytime circulation.

Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

look who's keeping u

UP nights!

There's no business like *more* business—especially to prove the box-office vitality of network radio. And more business is what's lighting up the sky over Mutual these nights.

Coca-Cola, Bromo-Seltzer... Chesterfield, Camel... Lever Bros., General Mills... Kreisler, Carter, Murine, Mennen—names like these are now up in lights along this busy Rialto, moving here on advice of such audience-wise agents as *D'Arcy, Lennen & Newell, Esty, Cunningham & Walsh, Tatham-Laird, Bates, SSC&B, Grey, BBD&O, Foote, Cone & Belding.*

It takes a *multiple* Mister PLUS to provide the special advantages that keep all this business thriving under the Mutual marquee: 500-plus affiliates in 48 states... program realignment, winning the *only gain* in network listening, 8-9 p.m.†... long-run program strength, delivering a *five-year high* in listening, 7:30 p.m.††... *mass economy*, unmatched elsewhere.

No wonder Mutual's business is thriving, with a whopping, contra-industry *gain* in bookings for all '52, and still greater sales for '53 to date.

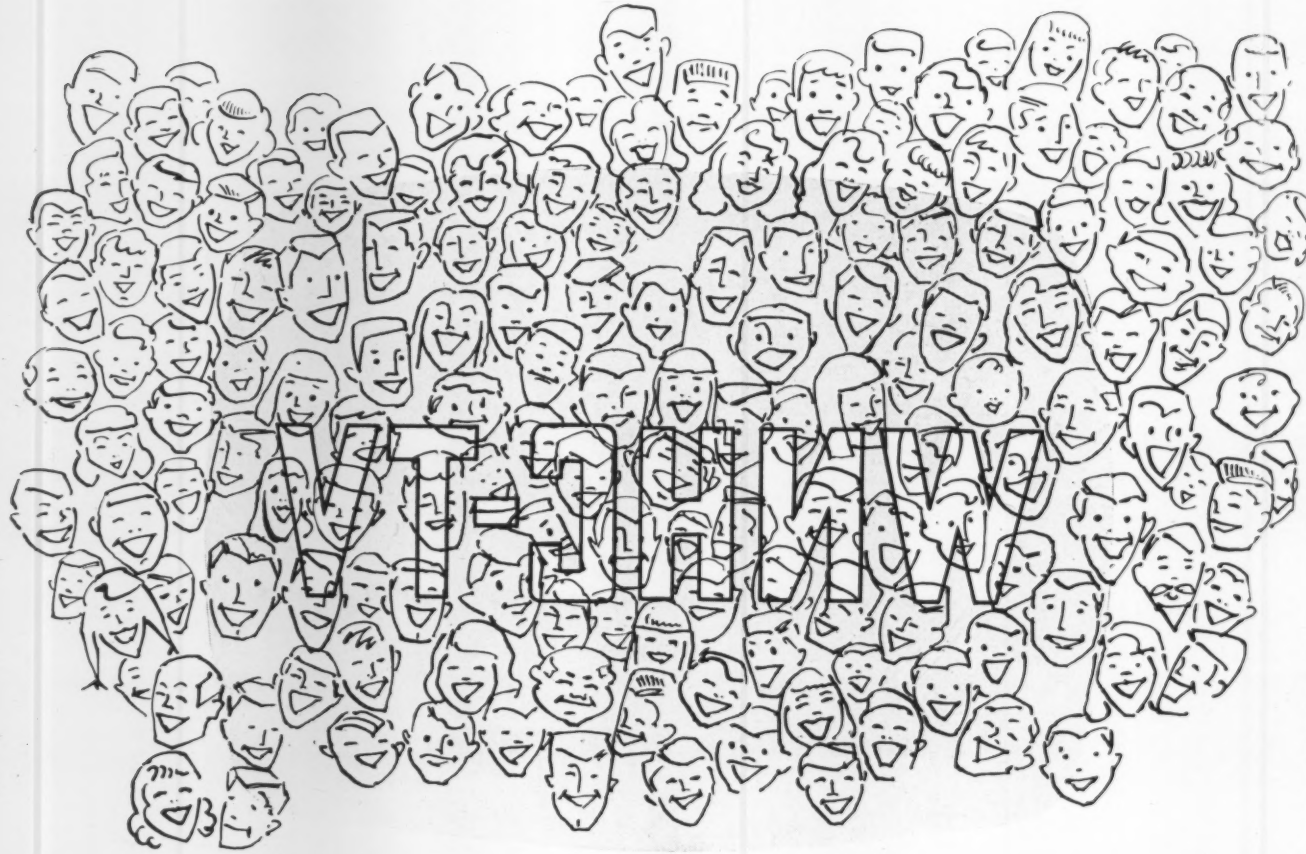
Meanwhile, if more business is important to *you*, we have a special plus-combination that can put *your* name in lights like these. May we show you how it works?

†NRI, Jan-Apr. '52-'53 (Period audience, M-F). ††NRI, Jan-Apr. '49-'53 (Program audience, M-F)

Mutual

THE PLUS NETWORK FOR RADIO '53

more than a million BRAVOS for



from its appreciative audience with ringside seats at more than 364,500 TV sets in Connecticut and adjacent areas.

WNHC-TV's signal is so steady and clear that 125 newspapers and magazines from Montauk Pt., L. I. to Springfield, Mass. publish its daily program schedules.

And the people who keep their sets tuned to WNHC-TV programs form one of the richest markets in the nation, averaging almost $7,000 in yearly income per family.

The brightest picture on New England's horizon is WNHC-TV — Connecticut's *first*, *one* and *only* VHF station.

New England's first complete broadcasting service • represented nationally by Katz

TELESTATUS®

Weekly TV Set Summary—July 20, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	9,200
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TC	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,596,000	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	150,362	.....
Pueblo	KDZA-TV, KCSJ-TV	21,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	71,805
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	464,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	124,000	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	338,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Belleville	WTVI (TV)	.....	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	.....
Peoria	WEEK-TV	.....	44,328
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFMB-TV	355,000	.....
Lafayette	WFAM-TV	.....	13,239
Muncie	WLBC-TV	.....	.....
South Bend	WSBT-TV	.....	65,000
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	283,000	.....
Sioux City	KVTV	50,580	.....
KANSAS			
Hutchinson-Wichita	KTVH (TV)	.....	.....
KENTUCKY			
Louisville	WAVE-TV	273,474	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,061,272	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	252,680	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	222,330	.....
Saginaw	WKNX-TV	.....	31,500
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	35,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	521,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	190,196	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,790
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	104,800	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,535,000	.....
Rochester	WHAM-TV	187,000	.....
Schenectady	WRGB	273,700	.....
Syracuse	WHEN, WSYR-TV	220,841	.....
Utica	WKTV	93,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
Raleigh	WNAO-TV	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	772,577	.....
Columbus	WBNS-TV, WLWC, WTVN	386,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	48,000
Zanesville	WHIZ-TV	.....	7,500
OKLAHOMA			
Lawton	KSWO-TV	29,747	.....
Okla. City	WKY-TV	216,314	.....
Tulsa	KOTV	145,600	.....
OREGON			
Portland	KPTV	.....	100,000
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	228,035	.....
New Castle	WKST-TV	.....	39,375

FACTS and FIGURES

There are now 402,182 WOMEN and 422,518 MEN in the RICH SOUTH FLORIDA MARKET

825,000 PERMANENT YEAR 'ROUND RESIDENTS

Get more facts and figures from your Free and Peters Colonel.

WTVJ CHANNEL 4 MIAMI

NOW UNDER CONSTRUCTION
1000 Ft. Antenna - 100,000 Watts

What's Cookin'

Bette Miller and Johnny Williams whipping batter, cracking the ice, and ready to give your product the local flavor.

AT K"DUB"-TV
LUBBOCK, TEXAS

Top network shows — sure!
Complete News Coverage — You Bet!
Local Variety & Western Shows — we've got em"

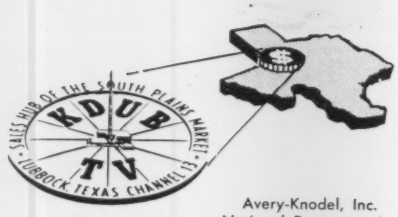
But, now KDUB has begun its afternoon cooking show with over $2,000 in prizes to be awarded viewers who help name the program and daily prizes for recipes submitted for use on the show. It is strictly live and local, originating in KDUB's studio kitchen — beamed to the South Plains housewife.

It's a "Must" if you want quick and positive acceptance by the ladies who hold the purse strings.

CALL YOUR AVERY-KNODEL MAN FOR DETAILS

W. D. "DUB" ROGERS, President
MIKE SHAPIRO, Asst. Mgr., Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
PENNSYLVANIA			
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	641,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV	.....	50,000
Wilkes-Barre	WBRE-TV	.....	86,481
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	20,300
SOUTH DAKOTA			
Sioux Falls	KELO-TV	31,000	.....
TENNESSEE			
Memphis	WMCT	213,070	.....
Nashville	WSM-TV	119,265	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	27,061	.....
Austin	KTBC-TV	38,791	.....
Dallas	KRLD-TV, WFAA-TV	287,000	.....
El Paso	KROD-TV, KTSM-TV	25,021	.....
Ft. Worth	WBAP-TV	255,614	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUTH	261,500	.....
Lubbock	KCBD-TV, KDUB-TV	28,760	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	148,148	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	121,559	.....
VIRGINIA			
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	175,010	.....
Richmond	WTVR	170,907	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	266,900	.....
Spokane	KXLY-TV	32,549	.....
Spokane	KHQ-TV	34,395	.....
Tacoma	KTNT-TV	271,000	.....
Yakima	KIMA-TV	.....	.....
WEST VIRGINIA			
Huntington	WSAZ-TV	200,432	.....
WISCONSIN			
Green Bay	WBAY-TV	50,397	.....
Madison	WKOW-TV	.....	.....
Madison	WMTV (TV)	.....	10,000
Milwaukee	WTMJ-TV	437,696	.....
Oshkosh	WOSH-TV	.....	.....

Total Stations on Air 203*

Total Cities with Stations on Air 144*

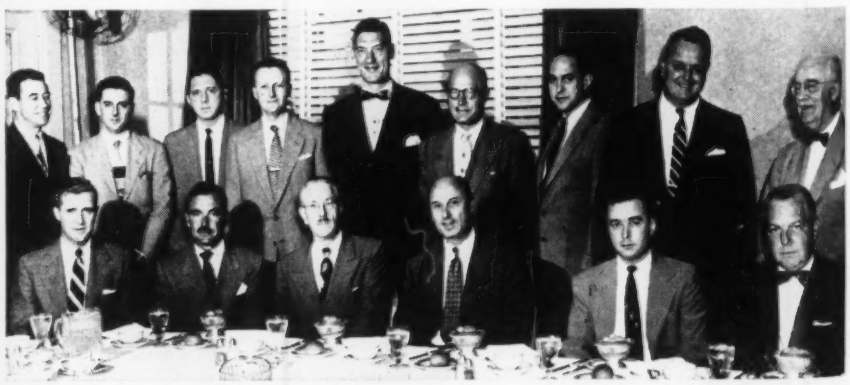
Total Sets in Use 25,139,637

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.**

TV SET SHIPMENTS 50% OVER LAST YEAR

SHIPMENTS of television sets to dealers increased 50% in the first five months of 1953 compared to the same period last year, totaling 2,695,856 and 1,799,877 sets, respectively, according to Radio-Television Mfrs. Assn. May 1953 shipments totaled 243,348 TV sets compared to 235,461 a year ago. Following are TV set shipments to dealers by states for the first five months of 1953:

State	Total
Alabama	45,064
Arizona	19,024
Arkansas	17,927
California	193,786
Colorado	38,387
Connecticut	40,726
Delaware	6,283
District of Columbia	23,375
Florida	44,766
Georgia	46,867
Idaho	4,845
Illinois	157,989
Indiana	90,864
Iowa	54,040
Kansas	24,731
Kentucky	39,853
Louisiana	37,647
Maine	20,036
Maryland	34,788
Massachusetts	84,878
Michigan	112,405
Minnesota	46,554
Mississippi	22,268
Missouri	67,478
Montana	449
Nebraska	23,656
Nevada	600
New Hampshire	8,313
New Jersey	72,232
New Mexico	6,734
New York	257,040
North Carolina	53,337
North Dakota	5,214
Ohio	166,031
Oklahoma	54,202
Oregon	36,123
Pennsylvania	240,371
Rhode Island	12,121
South Carolina	18,581
South Dakota	6,725
Tennessee	39,655
Texas	174,702
Utah	20,290
Vermont	4,744
Virginia	62,061
Washington	65,348
West Virginia	37,098
Wisconsin	54,217
Wyoming	1,411
GRAND TOTAL	2,695,856



SPOT radio clinic of Station Representatives Assn., held last month at New York's Biltmore Hotel, had as guests account executives from Sullivan, Stauffer, Colwell & Bayles. Seated are (l to r): Siebrand Niewenhous, SSC&B; Ralph Smith, SSC&B; T. F. Flanagan, managing director of SRA; Frank Minehan, SSC&B; Edward Chebra, SSC&B, and Jones Scovern, Free & Peters. Standing (l to r): Reg Rollinson, director of advertiser relations, SRA; Thomas Richardson, SSC&B; Charles Curran, SSC&B; Tim Healey, SSC&B; Clem Hathaway, SSC&B; Frank Reed, SSC&B; Scott Eddy, The Katz Agency; Jack Thompson, Free & Peters, and Louis Moore, Robert Meeker Assoc. All SSC&B personnel shown are account executives with Mr. Minehan as vice president and media director of the agency.

Greatest Weather Invention Since the Barometer!

THE WEATHER GIRL—on WPTZ

A nighttime 5-minute strip now available..
the right show, the right time, the right price!

IF YOU'RE INTERESTED in a high-quality show at a low-budget price, meet Miss Lynn Dollar, television's talented weathercaster-model-actress. Her nightly WEATHER GIRL programs are enjoyed Monday through Friday at 7:25 on WPTZ by thousands and thousands in the vast Philadelphia television market.

True, the curves on the weather map aren't the only ones that keep 'em watching. Lynn appears nightly in the latest fashion appropriate to the day and season. She reports the weather and forecasts the morrow's temperature in peddle-pushers, evening gowns or bathing suits, liberally lacing the show with informal fashion news, breezy chatter and winning ways.

THE WEATHER GIRL is part of WPTZ's nightly news, sports and weather strip, which immediately follows the sensationally popular FRONTIER PLAYHOUSE program. It precedes NBC's strong 7:30 line-up—Eddie Fisher, Eddy Arnold, and Dinah Shore.

It's hard to believe, but you can sponsor THE WEATHER GIRL every night, Monday through Friday, for only $1537.00, fully commissionable (only a few dollars more than you'd pay for a strip of 20-second announcements in the same time period). THE WEATHER GIRL also may be sponsored on a once, twice or thrice-weekly basis.

For full details on this great television availability, give us a call here at WPTZ, or see your nearest NBC Spot Sales representative. It's a bargain buy your clients will want to hear about.

WPTZ
PHILADELPHIA
CHANNEL **3** NBC-TV AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

PROGRAM SERVICES

ZIV CO. ANNOUNCES NEW RECORD SHOW

A NEW five-hour-a-week Ziv radio program featuring Ginger Rogers, Tony Martin, Dick Powell, and Peggy Lee playing records of their own selections was to be announced today (Monday) by the Frederic W. Ziv Co.

John L. Sinn, executive vice president, said the program, *The Hour of Stars*, will bring to radio "just the type of sparkling showmanship it needs." He said that although Miss Lee records for Decca Records and Tony Martin for RCA Victor, all performers will be given "absolute freedom" to play their favorite records by any star on any label.

Budget: $24,000 Weekly

The program, whose production budget was understood to be approximately $24,000 a week, will be divided into these 15-minute shows: *The Ginger Rogers Show, Peggy Lee Picks the Tunes, Tony Martin's Song Parade*, and *Music Time With Dick Powell*. The series is expected to start in September.

Herb Gordon, Ziv vice president in charge of production, will supervise production of the new program. Mr. Gordon, who made special arrangements with record and music publishing companies for *The Hour of Stars*, declared that the show will result in "the most extensive and complete cooperation between radio and the record business ever attained."

Ben Philley, sales promotion director, and Leo Gutman Jr., director of advertising, said the program will be supported by the largest promotion, advertising and exploitation campaign in Ziv's history.

Nola Completes Recording Studio

NOLA STUDIOS Inc., New York, (film tape and recording service and rehearsals) has just completed its "full-range" recording studio at a cost of more than $25,000 so that a disc can be produced with the quality of sound heard on tape, Vincent J. Nola, owner, announced last week.

The reproduction of sound in true audio perspective is made possible by allowing more space between grooves for louder passages, which eliminates the necessity of the engineer's modifying the volume to avoid the ordinary distortion, he explained.

Headquarters is at 1657 Broadway, New York 19. Telephone is Plaza 7-4870.

Monitor Acquires 'Lucky Numbers' Rights

NATIONAL sales rights to the "Lucky Numbers" series have been acquired by Monitor Productions Inc., 153 W. Hubbart St., Chicago, from Azrael Advertising Agency, Baltimore. The program has been used by over 300 stations, according to Maurice Azrael, its originator, and over $500,000 in cash has been given listeners. Monitor has issued a brochure titled "Wheel of Fortune" explaining a new format for the series.

TRADE ASSNS.

NARFD Offering List Of Qualified RFD's

IN keeping with a policy of the National Assn. of Radio Farm Directors to aid station management in securing trained personnel who understand farm problems and can produce shows with appeal to both farmer and sponsor, the NARFD professional guidance committee has been contacting persons trained in agriculture and radio.

Richard J. Passage, committee chairman, last week announced that the group has a number of qualified applicants for farm director work. Interested broadcasters can obtain names and full information from any of the following committee members:

Dick Passage, KYAK Yakima, Wash.; Boyd Evans, WSGN Birmingham; Lee Hamrick, Rural Radio Network, Ithaca, N. Y.; Gerald McAlleece, KDTH Dubuque, Iowa; Malcolm McCormack, WBZ Boston; Dallas McGinnis, KXEL Waterloo, Iowa; Elvon W. Orme, KSL Salt Lake City, and Chester Reiten, KSJB Jamestown, N. D.

210 Take 'The 40,000,000'

HEALTH Information Foundation, New York, has announced that 210 radio stations throughout the country have requested transcriptions of the Foundation's series on the latest developments and discoveries in child welfare, *The 40,000,000*. The six-part series originally was presented by HIF and NBC over 100 NBC stations last winter.

Attack 'Dubious' Selling

ELIMINATION of dubious selling practices and high pressure salesmanship on TV and radio is the objective of "Operation Cleanup," Los Angeles Better Business Bureau campaign which started July 1. James P. Aubrey Jr., general manager, KNXT-TV Hollywood, chairman of the Media Relations Committee of BBB, will act as consultant to the bureau. Various other advertising groups also have supplied consultants. Action against offenders may go as far as court action, "if necessary," bureau officials said.

AAAA's Talent Roster

NEW YORK Council of the American Assn. of Advertising Agencies last week mailed a list of available young advertising talent to radio and television broadcasters and other employers of advertising personnel in the New York area.

The list covers 69 New York area candidates who passed the 1953 AAAA aptitude examination given several months ago to almost 200 applicants from colleges in New York, New Jersey and Connecticut.

Music Instrument Sales Rise Credited to TV—Callaway

MORE people are seeing musical instruments on television and, as a result, buying them for their own homes these days, the Music Industry Trade Show was told at its 52d annual convention in Chicago last week.

While motion pictures may have suffered at the box office, the music industry (pianos, other instruments) has generally benefitted from television, Harry E. Callaway, president of the National Assn. of Music Merchants, said in a luncheon speech at the Palmer House Monday. The convention was held July 13-16.

Spokesmen for the far-reaching industry set and phonograph manufacturers attributed high sales this year to TV and intensified promotion efforts. Mr. Callaway sets sales for the industry about 8% ahead of last year and predicts total 1953 sales of about $325 million—or some $20 million better than in 1952.

RTMA To Open L. A. Office

NEW West Coast office will be opened Aug. 1 in Los Angeles by Radio-Television Mfrs. Assn. Joseph J. Peterson, formerly of Caldwell-Clements Inc., will head the office. Jean A. Caffiaux, of Sylvania Electric Products Inc., has been named assistant to Ralph R. Batcher, RTMA chief engineer, in the association's New York office.

RADIO Executives Club of New England at its 1953 "break-up" party presented gifts to two past presidents. L to r, C. Herbert Masse, sales manager, WBZ-TV Boston, newly-elected president; William B. McGrath, managing director, WHDH Boston, vice president and past president, who received a silverware set; William A. Creed Jr., who won an automobile at the RECNE Christmas party last December; Rudolph Bruce, advertising manager, New England Coke Co., outgoing president, who received a wrist watch, and Louis J. Borgatti, chairman of the "break-up" party.

"we chose H-R because everybody says you are the comers . . ."

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

This was the statement made by the top executive of a new, powerful TV station, serving a most important market, when he recently signed a contract with us for representation. And this executive didn't depend on guesses. He researched among scores of his friends in the advertising business, seeking a representative organization best qualified to *SELL*.

(Ed. note: To advertising men everywhere, please accept our sincere thanks for your kind words. We'll wear our shoe-soles paper thin to justify your confidence.)

The mature, sales-seasoned, owner-partners of H-R are out on the street every day, calling on agencies and clients. And we're backed by a staff of crackerjack salesmen, each with a background of experience which enables him to present our station stories with intelligence, clarity and forceful enthusiasm.

Please remember — H-R is the organization which Always Sends A Man to Do A Man's Work.

RADIO **H-R** TELEVISION, INC. TELEVISION

REPRESENTATIVES, INC.

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

-NBC IS AMERICA
1.NETWORK COVERAGE
2.HOMES DELIVERED
3.TOP PROGRAMS
4

AS NO. 1 NETWORK—

3

Most of the Top TV shows are on NBC

Out of the top ten shows—those with the largest audiences—*six* are on NBC-TV.
Of the top twenty, *twelve* are on NBC-TV.

Even more important, 76% of NBC's shows are in the top half of *all* network commercial TV programs. Only 54% of the No. 2 network's attractions are in this select group.

Obviously, then, your program will have definitely the best opportunity for the largest audience on NBC. Another reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index; January-April, 1953, Averages*
NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company*

XUM

Ad Council Names Balderston

THE ADVERTISING COUNCIL has appointed 11 more business leaders to its Industries Advisory Committee, including William Balderston, president of the Philco Corp. Mr. Balderston is to represent the radio products industry.

BAB Folder Sent Out

BAB is distributing to members a folder analyzing the plumbing and heating industry as part of the Bureau's continuing services designed to give broadcasters a deeper insight into various rental businesses.

TELEVISION's pioneer inventor, Philo T. Farnsworth (2d from l), was honored guest for the Utah Broadcasters Assn.'s meeting June 30 in Salt Lake City. He was joined at the speakers table by (l to r) G. Bennett Larson, new president-general manager of KDYL-AM-FM-TV; Harold E. Fellows, NARTB president, and S. S. Fox, former president-general manager of KDYL.

There's a spot for you

in the

Greater Sioux City Market

—where 50,581* TV sets in 32 Iowa, South Dakota and Nebraska counties can be reached on the Cowles station.

—where annual retail sales of $655,999,000. and effective buying income of $807,380,000. brighten eyes and bank accounts.

—where the low basic rate still applies ($200 per hour).

See your Katz man

*As of May 1

KVTV Channel 9

Sioux City, Iowa

CBS, NBC, ABC & DuMont

Omaha Ad Club Elects DeMoss to Vice Presidency

LYLE DeMOSS, assistant general manager, WOW-AM-TV Omaha, has been named first vice president of the Omaha Advertising Club. Newly-elected officers include: Edwin C. Schafter, Union Pacific Railroad, president; Mr. DeMoss; William S. Hutcheon, Hutcheon Display Co., second vice president; John J. Henry, Better Business Bureau of Omaha, secretary-treasurer.

Harold Soderlund, of KFAB Omaha, is past president of the Omaha Advertising Club.

Hicks' Article Disputes 'Communists in Radio' Charge

A CONFESSED ex-Communist writer, Granville Hicks, who left the Communist Party in 1939, in an article in the July issue of *Harper's Magazine* disputes the view that Communists in the radio industry in the 1930s were able to influence policy in the industry. "The Communists in the radio industry may have exerted a malign influence, particularly in the unions, but they have not been able to get away with much propaganda," Mr. Hicks said.

Barrett Talk Set July 23

SUGGESTIONS for winning the cold war will be explained by Edward W. Barrett, radio-TV consultant, at the Chicago Council on Foreign Relations' luncheon Thursday. Mr. Barrett was top man in Voice of America when he was Assistant Secretary of State for Public Affairs a few years ago. He also is author of a new book, *Truth Is Our Weapon*, which discusses the various phases of psychological warfare being utilized internationally.

sell 'em country style!

While Dallas may reign as the Southwest's center of culture, Saturday nights the "white-tie set" dons sports shirts and joins the masses to seek entertainment on another level, and finds it in the hilarity and simple honesty of the Shindig's country music.

WFAA's Saturday Nite Shindig is country music at its biggest and best. Fifty folk artists (many are recording stars), several comics, four bands, feature acts and guest stars congregate for a four-hour frolic. Folks flock from towns around to join in the foot-pattin' fun — a big, paid audience that threatens to outgrow the Shindig's summer location at the State Fair bandshell.

On the air it's the same story — multiplied by the bigness of the Southwest. Warming up on WFAA-570, the Shindig switches to big WFAA-820 (rated by SAM among the top most-listened-to stations in the nation) — gaining in tempo and audience as these country music makers with native showmanship take it away from one another without a curtain. It's fast-paced radio — from eight to midnight — and the ringing applause of the Shindig's unseen audience across four states frequently jams the wires with calls for favorites 'til the last song's sung.

The Shindiggers' way with a song or a commercial is catching as laughter. And if you'd infect the mass millions of this big, rich WFAA market with your story, the way to do it is sell 'em country style — they'll love it!

The Saturday Nite SHINDIG

SHOW AND BROADCAST OF...

820 50,000 WATTS **WFAA** 570 5000 WATTS

DALLAS

NBC • ABC • TQN

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

BASEBALL BILL DEAD FOR '53; NFL THREATENS RADIO-TV BAN

Sen. Johnson dismisses hopes that rule 1 (d) will get through Congress' pre-adjournment speedup — but implies he is drafting drastic changes to the plan for next session. Meanwhile, a U. S. court in Philadelphia hears the National Football League say that if the government wins its anti-trust case, professional football will bar radio-TV from the parks.

IMPORTANT moves underfoot last week in Washington and Philadelphia will have bearing on the lot of broadcasters anxious about their rights to cover sports events without restrictions.

In Washington, B•T learned that Sen. Edwin C. Johnson (D-Colo.) not only is writing off his baseball bill for the remainder of the about-concluded Congressional session, but he also is drafting a drastic change to his proposal.

In Philadelphia, the National Football League told a U. S. District Court that, in effect, if the Government wins its anti-trust case against NFL, professional football will kick radio-TV out of all its parks.

Here is the score on baseball:

• Sen. Johnson said flatly there is no chance for his current legislation "in the hurly-burly of this session." Senators opposing the bill won't budge. That, and the fact only "must" measures are scheduled for action from now on, tolls the bell for the Coloradan's S 1396 this Congressional session.

• New legislation on baseball is in the works. There is nothing definite on what form it will take nor on the timing. It is speculated, however, that specific references to radio and television will be deleted.

Sen. Johnson, questioned by B•T last week, said the possibility of new or revised legislation is in the "exploratory" stage. He said he has a "great many people working with me on this legislation" and that he must consult with them.

Strong Opposition

Originally the Senator expected little trouble getting his measure through the Senate. But broadcaster bombardment, bolstered by NARTB salvos, brought the issue to the fore. Sens. Everett L. Dirksen (R-Ill.) and Russell B. Long (D-La.) were steadfast against passage of the bill. Prolonged debate was certain and Sen. Johnson's agreement with Senate leadership for quick consideration of the measure fell apart [B•T, July 13].

The bill, as reported out of the Senate Interstate & Foreign Commerce Committee, where Sen. Johnson is the ranking Democratic member, would have permitted baseball to restore its former rule 1 (d), which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park. Ostensibly, the rule, which was jettisoned by the majors under threat of Justice Dept. action, was to protect minor league attendance.

The Justice Dept. had taken the position that the rule conflicted with anti-trust laws. Sen. Johnson contested this interpretation. His bill would permit the majors to reinstate the rule without running afoul of the Justice Dept. and, thereby, the courts.

When the first opposition crystallized against his bill, Sen. Johnson amended it so as to permit any station at any time to carry any league —major or minor—game providing it was broadcast sustaining [AT DEADLINE, June 29]. The move, however, did not melt strong doubts of some Senators.

Sen. Johnson said he found this field (baseball broadcasts) a difficult one in which to legislate. The reason: "I have two favorites—broadcasting and baseball." He said he wanted both to be happy—"they both serve the public." What he wants to do, he said, is to "work something out that would be reasonable . . . that would preserve both broadcasting and baseball, both great American institutions." Sen. Johnson is president of the minor circuit Western League.

It was believed that the new legislation would approach the problem of league agreements from a different avenue. It would seek to make lawful, while protecting any new law from being found unconstitutional, the agreements of leagues to provide services as each sees fit.

NFL Dismissal Request

In its Federal court brief, National Football League asked U. S. District Judge Allan K. Grim to dismiss Dept. of Justice charges that the league and 11 of its teams had been violating the Sherman Act by the league rule which controls radio and TV broadcasts of games. The 92-page document replies to government charges filed in October 1951, as well as to evidence taken last winter before Judge Grim, sitting without jury.

The league contends: Professional football is unable to operate without an organized league format; few league member clubs have earned steady profits; TV depletes gate receipts; radio and TV play-by-play must be reasonably restricted; sports are not in interstate commerce; radio-TV receipts by clubs are "insignificant."

Only two of the league's 12 teams have earned profits consistently, it is argued, with net losses amounting to nearly $2 million.

"More than any other sport except perhaps boxing, the telecasting of football games affords a viewer a spectacle as attractive as that which he sees when he visits the stadium, minus the discomfort of the trip," according to NFL's brief. "The viewer of a football game on television has a view of the game not from the 50-yard line but as if he were in the backfield."

According to NFL, unrestricted telecasts would sound "the death knell" of the professional game.

The disputed Article X of the NFL bylaws was described by the league as "a reasonable restriction" necessary for protection of teams from "devastating and ruinous decreases in attendance and to build and maintain fan interest in their territory." The brief stated:

Without Article X there would not have been and will not be any such broadcasts or telecasts. . . . Sponsors would not purchase the transmission rights nor would the clubs sell the rights, if they could secure a purchaser, for by doing so they would destroy their gate and eventually destroy themselves.

NFL said its radio-TV income in five years amounted to only 4% of the total income, with 4% for concessions and 92% from ticket sales, denying the government claim that play-by-play accounts were among the most valuable and popular programs in the TV industry. NFL listed play-by-play rights as having netted $500,000 in 1951, a year when advertisers were said to have spent nearly $750 million for radio-TV time.

Dept. of Justice has until Aug. 15 to answer the NFL brief.

FCC PRESENTED RCA COLOR SET

As FCC prepares to test an RCA color TV set for ease of operation, color control and cost, Dr. W. R. G. Baker, GE vice president and NTSC chairman, says NTSC hopes to file for a compatible system after tomorrow (Tuesday).

FCC got its hands on an RCA color TV receiver last week and immediately started testing it, in line with the criteria expressed in the Commission's 1951 color decision, for—

(1) Ease of operation.

(2) Lack of critical color controls or registration.

(3) Prospective cost to the consumer.

The Commission asked RCA for two color sets July 3. The first was delivered to the Laboratory Division Thursday.

A second RCA color set is due later, it was reported.

Meanwhile, the Commission was awaiting a reply to its letter to Dr. W. R. G. Baker, chairman of the National Television System Committee, on what and when NTSC would file regarding its compatible color TV standards [B•T, July 13].

GE Filing Plans

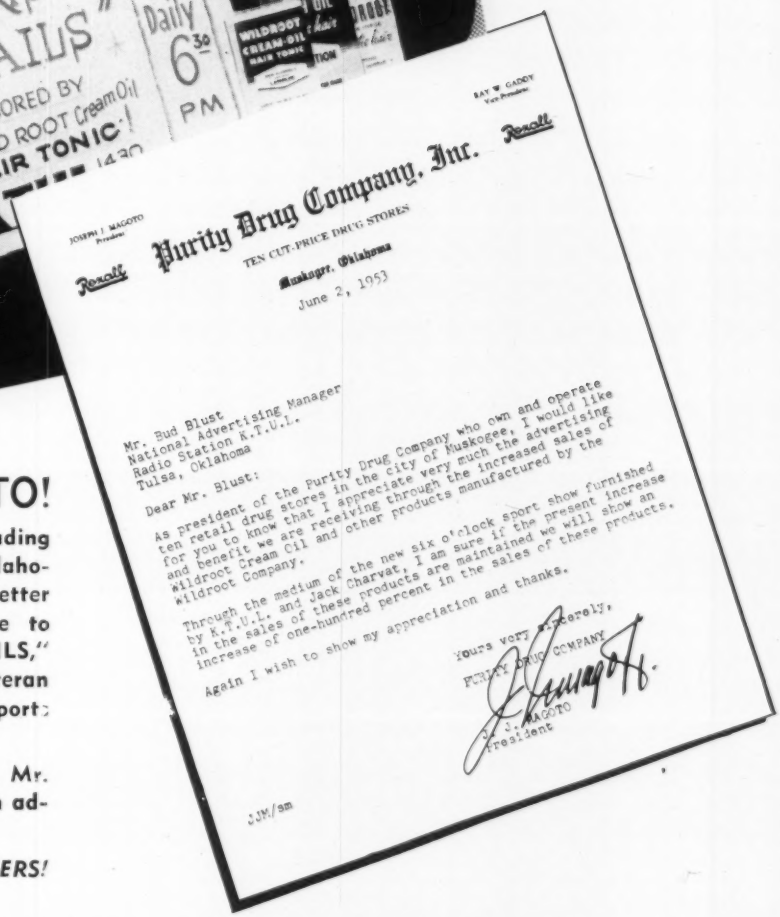
Dr. Baker, who also is GE vice president in charge of its Electronics Division, told B•T last week that NTSC still hopes to file a petition for a compatible color TV system forthwith after tomorrow (Tuesday)—deadline for comments by industry members on NTSC's final field testing report. Dr. Baker reiterated that he believes NTSC, after filing the petition, will be allowed 45 days to file all supporting data.

In Britain, the Postmaster General's Television Advisory Committee recommended that only every third 5 mc channel be allocated in the Band III (174-216 mc), so that if color TV needs a wider band width than the monochrome channel, stations can expand into adjacent frequencies. The Committee strongly recommended compatibility (see separate story in INTERNATIONAL, page 105).

In the manufacturing field, latest information on the design and production of RCA's tri-color television tube for use in the compatible color TV system was presented to some 150 RCA patent licensees at a technical symposium in New York last Wednesday.

RCA officials advised each manufacturer that if he would send in a letter stating he was engaged in color TV development work he would be sent a tri-color kinescope and a set of associated components without charge. Tube manufacturers in color television development work were told they would be sent without

*Results?



Purity Drug Company, Inc.

TEN CUT-PRICE DRUG STORES

Muskogee, Oklahoma

June 2, 1953

Mr. Bud Blust
National Advertising Manager
Radio Station K.T.U.L.
Tulsa, Oklahoma

Dear Mr. Blust:

As president of the Purity Drug Company who own and operate ten retail drug stores in the city of Muskogee, I would like for you to know that I appreciate very much the advertising and benefit we are receiving through the increased sales of *Wildroot Cream Oil and other products manufactured by the *Wildroot Company.

Through the medium of the new six o'clock sport show furnished by K.T.U.L. and Jack Charvat, I am sure if the present increase in the sales of these products are maintained we will show an increase of one-hundred percent in the sales of these products.

Again I wish to show my appreciation and thanks.

Yours very sincerely,
PURITY DRUG COMPANY
J. J. MAGOTO
President

JJM/sm

*ASK MR. MAGOTO!

Mr. J. J. MAGOTO is the leading druggist of MUSKOGEE—Oklahoma's third largest city. His letter is typical of dealer response to WILDROOT'S "SPORTS TRAILS," aired by JACK CHARVAT, veteran KTUL Sports Chief—and Sports Editor of the Tulsa Tribune.

Like other business men, Mr. Magoto expects RESULTS from advertising.

THAT'S WHAT KTUL DELIVERS!

- KTUL has MORE LOCAL PROGRAM SPONSORS than any OTHER network radio station.
- KTUL offers advertisers a TRADITION of CONFIDENCE based on years of CONSISTENT RESULTS.
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The AUDIENCE ~~ACTION~~ STATION

KTUL
TULSA

CBS RADIO Network

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

charge one complete set of parts for the three-gun tri-color tube.

Speakers at the 90-minute closed sessions included:

E. C. Anderson, vice president in charge of RCA's Commercial Department, and the following members of the Tube Department: D. Y. Smith, manager of sales operations; Harry Seelen, manager of the Lancaster engineering section; B. V. Dale, manager of the parts engineering section, and C. W. Taylor, manager of tube parts and machinery sales.

Request for the adoption of a compatible color TV system was filed with the FCC last month by RCA-NBC [B•T, June 29]. They asked for the commercial authorization of the NTSC standards.

REYNOLDS CLEARED IN ARKANSAS CASE

FCC says it is convinced Reynolds was victim of circumstances.

BROADCASTER - publisher Donald W. Reynolds was cleared by FCC last week of any connection with Gaylord Shaw and Burnett Estes, Dallas contractors whose TV applications at Pine Bluff and Fort Smith, Ark., respectively, were dismissed by the FCC on the ground they were not filed in good faith, but to delay grants to others [B•T, July 13, June 22].

By approving a modification of permit and transfer of control of KZTV (TV) Reno, Nev., to Mr. Reynolds' Southwestern Pub. Co., the Commission indicated it was satisfied that Mr. Reynolds has been the victim of circumstances and had not sought to "protect" his TV interests. Southwestern Pub. Co. also is owner of KFSA-TV Fort Smith, new permittee on uhf Ch. 22 which was to begin program operation yesterday (Sunday).

KZTV formerly was owned 50% by broadcaster Kenyon Brown, who sold his interest for $1,250 to Southwestern. Mr. Reynolds, two-thirds owner of Southwestern, holds the other half-interest in the Reno vhf Ch. 8 outlet. Mr. Brown is part owner of KWFT-TV Wichita Falls, Tex., and KMBY-TV Monterey, Calif.

KZTV Action Withheld

FCC withheld action on the KZTV applications because Mr. Reynolds last December at the request of a long-time friend, Ross K. Prescott, Dallas attorney, arranged to provide Mr. Prescott with maps and aerial photographs of Pine Bluff. R. C. Butz, Mr. Reynolds' engineering associate, obtained the material which FCC asserts was used in the original application of Mr. Estes for Ch. 7 at Pine Bluff. Mr. Estes withdrew this bid in January and it was succeeded by Mr. Shaw's application. FCC contends the material was duplicated in the Shaw bid.

The Commission wrote Mr. Reynolds on July 8 about the circumstances of this and related implications, all of which were categorically denied by Mr. Reynolds in a comprehensive reply on July 14. Mr. Reynolds asserted that when he arranged for the procurement of the maps and photos, for Mr. Prescott, he did not know, or care, who would use them.

Mr. Reynolds said he knew nothing about Messrs. Estes and Shaw "other than the summaries carried in trade publications."

He also asserted he did not know in advance about competitive applications favorable to him filed also at Reno and Las Vegas and explained that had he actually been interested in "protection" in the several markets, he could have obtained it by more timely means and by filing on his own.

TAMPA-ST. PETERSBURG AMONG FOUR PROPOSED FOR TV STATION GRANTS

The 'Tribune's' greater circulation, which reflected its public service, should not be held against it, FCC Hearing Examiner Cooper says, in an initial decision for Tampa-St. Petersburg. Knoxville and Worcester proposals stem from dropping of competitive applications.

A NEWSPAPER applicant for TV should not be penalized for his success based on public service, FCC Hearing Examiner Basil P. Cooper ruled last week in an initial decision proposing to award vhf Ch. 8 at Tampa-St. Petersburg, Fla., to The Tribune Co., publisher of the *Tampa Tribune* and licensee of WFLA-AM-FM Tampa.

The examiner would deny the competitive applications of The Tampa Bay Area Telecasting Corp. and Pinellas Broadcasting Co., both St. Petersburg, the latter licensee of WTSP-AM-FM there and identified in ownership with the *St. Petersburg Times*.

Finding the applicants equally qualified on a number of counts in the closely fought proceeding, the initial decision concluded the Tribune Co. should be preferred because its proposed station "will better serve the residents of the Tampa-St. Petersburg area than will the station proposed by either of the competing applicants in that its studios are more centrally located, better arranged and more accessible to the public and, to the extent shown herein, its locally originated programming will be better than that of either of the competing applicants."

Meanwhile, in other initial decisions reported last week by FCC, new TV grants were proposed on vhf Ch. 6 to WROL Knoxville, uhf Ch. 48 to WJOL Joliet, Ill., and uhf Ch. 20 to WAAB Worcester, Mass.

Withdrawal Clears Way

The recommended authorization to WROL was made possible by the withdrawal of a competitive Ch. 6 application by WKGN Inc., whose part owner, Clarence Beaman Jr., is licensee of WKGN Knoxville. WROL proposes to form a new firm to operate the proposed TV outlet and has given WKGN Inc. an option for 50% interest in the venture. Mr. Beaman would dispose of WKGN, the decision noted.

At Worcester, the initial ruling to grant the WAAB application for Ch. 20 stems from the dismissal by WTAG Worcester of its competitive bid for the same channel. In the Joliet case, the hearing examiner recommended that the competitive Ch. 48 application of Sanders Bros. be denied in default for lack of prosecution.

In the Tampa-St. Petersburg case, Examiner Cooper declined to favor Tampa Bay Area Telecasting Corp. on the basis of its not being identified "with any other established media for the mass dissemination of news, intelligence and entertainment for the area."

"This might be persuasive," he said, "if we were to find that in all other respects the service to be rendered by each applicant to the community would be substantially the same. These conditions do not exist here." On the newspaper issue, the examiner stated further:

We have considered the fact that within the area to be served by the proposed television station, The Tribune Co. has a larger newspaper circulation than any of its competitors but to hold that one who has been able to outdistance numerous competitors in a highly competitive field by reason of the service he has rendered to the public is to have his success weighed against him in a comparative proceeding for a television station would be to penalize him for having served his community so well.

The Tribune Co. is owned 52% by David Tennant Bryan, John Stewart Bryan Jr. and other members of the Bryan family; 31% by the James A. Griffin Jr. family; 10% by 33 Tampa stockholders, and 7% by 15 other stockholders not of Tampa. The Bryans control the Richmond Newspapers Inc., publisher of the Richmond, Va., *Times-Dispatch* and *News Leader* and licensee of WRNL there, applicant for vhf Ch. 12.

Pinellas Broadcasting is owned 96.5% by Nelson Poynter, who is giving career employes of WTSP opportunity to purchase minority holdings in the station. Mr. Poynter owns 60% of the common stock of the *St. Petersburg Times* and holds option to purchase the remaining 40% in the paper owned by his sister.

Tampa Bay Area Telecasting, according to the initial decision, was first conceived by Robert A. James, its president and Tampa businessman, in association with his brother, Hal James, vice president and director of the radio-TV department of Ellington & Co., New York advertising agency. Other stockholders include John Trevor Adams Jr., former general manager of WJZ-TV [now WABC-TV] New York; Harry W. Bennett Jr., vice president of Sherman & Marquette, New York and Chicago agency; John S. Houseknecht, executive in the TV department of William Esty & Co., New York, and Robert W. Evans, business associate of Robert James at Tampa. A group of Tampa-St. Petersburg area residents also are preferred stock subscribers.

Messrs. Hal James, Bennett and Houseknecht are part owners of WVET Rochester, N. Y., which holds a permit for a share-time TV outlet on vhf Ch. 10 there.

Passing of Control

Concerning the costs of operating the station proposed by Tampa Bay, the initial decision noted that control of the station would pass to the preferred stockholders "in the event the corporation fails to pay, out of earned profits, a 6% dividend on the preferred stock." The decision said this "would place the management in a position where, absent the anticipated advertising support, it may have to choose between cutting costs and cutting programs and thereby performing an inferior service or run the risk of losing control of the corporation to the preferred stockholders."

The decision continued, "While Tampa Bay insists this would not occur as the station would make money almost from the start, we are confronted with the fact that the management personnel who give us this assurance are the same persons who, a few years ago, assured us that WVET Rochester, N. Y., would make money the first year of operation. WVET was confronted with mounting deficits during its first several years of operation."

Concluding that the application of the Tampa Tribune Co. should be preferred because it proposes the best local program service, the examiner also found that the main studio location is the most desirable since it would be centrally located for both Tampa and St. Petersburg residents, accessible by both public and private transportation and providing adequate auto parking space. The adequacy of its live studio facilities also was noted, which would allow back-to-back live programming.

The initial decision termed the programming

Announcing

KMJ-TV

CHANNEL 24

Fresno, California

The first
television station
in the
San Joaquin Valley

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

proposals of Tampa Bay, particularly remote shows, the "least likely to be accomplished in the manner proposed." The initial decision also pointed out that if the Tampa Bay studio building were to catch fire, "the inadequacy of fire protection in this area and the fact that the building is of wooden construction with the floor on piers several feet above the ground level leads to the conclusion that once a fire did start the entire building including the technical equipment therein would be destroyed and the station would go off the air."

The recommended grant on Ch. 8 to the Tampa Tribune Co. specifies effective radiated power of 50 kw visual and 30 kw aural with antenna height above average terrain of 1041 ft.

The proposed grant to WROL Knoxville on Ch. 6 calls for ERP of 100 kw visual and 50 kw aural with antenna height above average terrain of 930 ft.

WJOL Joliet, proposed Ch. 48 grantee, would use ERP of 13.7 kw visual and 6.85 kw aural with antenna height above average terrain 301 ft.

Proposed Ch. 20 permittee WAAB Worcester would get ERP of 181.475 kw visual and 92.85 kw aural with antenna height above average terrain 825.4 ft.

$37.7 Million Budget For FCDA Passes House

FULL fury of the House economy bloc was felt by the Federal Civil Defense Administration last week when the lower branch of Congress recommended $37.7 million to operate the agency in fiscal 1954. That's about $50 million less than President Eisenhower requested and nearly $85 million under the Truman budget for 1954. Former President Truman's budget was revised by the GOP (via Budget Bureau) early this year.

The House-passed appropriation was sent to the Senate where the purse-strings on government funds have not been so tight.

The action came a few days after the House Appropriations Committee had released FCDA testimony. In his statement, Administrator Val Peterson had stressed "the development of full understanding and voluntary cooperation on the part of all public media." He pointed specifically to radio and television, noting "1,248 radio stations have already voluntarily invested about $2 million in Conelrad in order to make it work in the national interest." Conelrad permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations.

Radio Acceleration

FROM a report compiled from records of the Federal Civil Defense Administration on tornado relief in Worcester, Mass.: "The action [six first-aid civil defense stations in operational readiness] was accelerated by the four radio stations of Worcester, which broke off their programs to broadcast emergency information, starting with the first flash of the disaster. Broadcasting was instrumental in calling in off-duty policemen and firemen, as well as civil defense and Red Cross workers, and in telling volunteers where to report."

FOUR INITIAL TV GRANTS FINALIZED; TWO GET CPs IN NON-HEARING CASES

Adoption of initial decisions gives CPs to Portland, Ore., Trenton, Allentown and Sacramento. The non-hearing grants were in Weslaco and Boston.

FOUR initial decisions to authorize new TV stations were made final by the FCC last week as the Commission also issued non-hearing grants for vhf Ch. 5 to KRGV Weslaco, Tex., and noncommercial, educational vhf Ch. 2 at Boston to the WGBH Educational Foundation.

The final hearing grants were issued to KOIN Portland, Ore., for vhf Ch. 6; WTTM Trenton, N.J., for uhf Ch. 41; WFMZ (FM) Allentown, Pa., for uhf Ch. 67, and Cal Tel Co., Sacramento, Calif., for uhf Ch. 40.

In the Portland decision, the Commission denied the competing Ch. 6 application of KGW Portland, since KGW's owner, Samuel I. Newhouse Jr., has obtained an option to purchase half-interest in Mt. Hood Radio & TV Bcstg. Corp., KOIN licensee. He would sell KGW.

The Ch. 41 grant to WTTM Trenton was made possible by the withdrawal of a competitive application by WBUD Trenton. Similarly, the Sacramento Ch. 40 authorization to Ashley L. Robinson and Frank E. Hurd doing business as Cal Tel Co. was facilitated by the dismissal of a mutually exclusive application by Maria Helen Alvarez, part owner of KFMB-TV San Diego and KOTV (TV) Tulsa.

Allentown Withdrawal

At Allentown, the Ch. 67 grant to WFMZ (FM) stems from withdrawal of a competitive bid by Allentown Television Corp., under common ownership with WHOL there. Allentown Television received $12,500 to partially reimburse expenses. WFMZ (FM) and WHOL are in litigation before FCC concerning the use of WHOL's assignment of 250 w on 1230 kc (see story page 54). FCC earlier issued a revised final decision in the lengthy case to grant the facilities to WFMZ (FM)'s owner, Easton Pub. Co., and to deny WHOL [B•T, July 6].

The Ch. 5 grant to KRGV, owned by O. L. Taylor, who operates the radio station representative firm bearing his name, was made possible by the withdrawal on Tuesday of three competing Ch. 5 applications. Those who dropped their bids were Rio Grande TV Corp., Weslaco; Valley TV Inc., Brownsville, which included stockholders in KBOR there, and M. J. Raymond, Harlingen.

KRGV's Ch. 5 station will have effective radiated power of 28.8 kw visual and 14.5 kw aural with antenna height above average terrain 750 ft.

Boston Facilities

WGBH Educational Foundation, Ch. 2 noncommercial grantee, operates WGBH (FM) Boston. The 19th educational TV grant specifies ERP of 55 kw visual and 27.5 kw aural with antenna height above average terrain 660 ft. Studio location will be in Boston's Symphony Hall.

In another TV action, FCC advised White Television Co., permittee of KTVW (TV) Wichita Falls, Tex., on uhf Ch. 22 that its application for extension of time to Jan. 5, 1954, to complete construction of a station granted Nov. 5, 1952, "cannot be granted at this time on the basis of the information supplied."

C. Howard Lane, president of Mt. Hood (KOIN-TV), said following the Commission's action that the new Ch. 6 station hoped to begin operation by this fall. CBS network affiliation is contemplated in view of KOIN's long identity with that network. General Electric transmitter will be used.

Mr. Taylor, president of KRGV-TV, said the Weslaco Ch. 5 station should begin operation in 90 to 120 days. NBC affiliation is contemplated and national representation will be O. L. Taylor Co. GE equipment is used throughout.

HEARST APPEALS FCC CH. 10 DENIAL

HEARST Corp. appealed to the U. S. Court of Appeals in Washington last week against the FCC's dismissal of its pre-freeze application for vhf Ch. 10 in Milwaukee and the Commission's denial of the Hearst petition for rehearing [B•T, July 6].

Charging the Commission has no legal right to establish a table of allocations, to reserve channels for noncommercial educational use, or to set up a form of procedure, Hearst, which operates WISN-AM-FM Milwaukee, also claimed the FCC reservation of vhf Ch. 10 for educational use there was "arbitrary and capricious."

The case has involved powerful forces in Wisconsin, including that state's Congressional delegation. Hearst applied for Ch. 10 early in February 1948. Its application was consolidated for hearing with three other applications—one for Ch. 6 and two for Ch. 8. Hearings began in July 1948 and all non-engineering testimony was taken. Before the engineering phase of the hearings was undertaken, one of the Ch. 8 applicants withdrew, leaving three applicants for three available channels. All applicants petitioned the Commission in mid-September for grants, but before the FCC acted on the petition, it imposed its Sept. 30, 1948, "freeze" on further TV application processing while it reviewed engineering standards.

In its April 14, 1952, report, the Commission reserved Ch. 10 for educational TV. Hearst objected, but was overruled and its application was dismissed. Further protests forced the FCC to grant oral argument, which was held last Feb. 16—with the Board of Vocational & Adult Education of Milwaukee (new applicant for Ch. 10) and the Joint Committee on Educational TV as parties. On April 1, the Commission affirmed its dismissal of the Hearst application. Hearst requested a rehearing, but on June 30 its petition was denied.

At one point in the Milwaukee Ch. 10 imbroglio, Sen. Joseph R. McCarthy (R-Wis.) hauled Paul A. Walker, then FCC chairman, former Comr. Eugene H. Merrill and former General Counsel Benedict P. Cottone up to the Capitol, and held them there all day, it was said, to prevent the Commission from acting on the case.

Afterward, Wisconsin Gov. Walter J. Kohler advised the Commission that the Wisconsin State Radio Council was prepared to apply for Milwaukee's Ch. 10. Two weeks ago the State Legislature authorized the Governor to prepare such an application [B•T, July 13].

To sell the NEW PITTSBURGH MARKET...

...the NEW KQV, with A&P offers you

PITTSBURGH'S MOST SUCCESSFUL MERCHANDISING PLAN!

How do you sell in the *New* Pittsburgh? By cashing in on Pittsburgh's most successful *new* merchandising plan, sponsored by KQV—now CBS Radio in Pittsburgh—and the 130 A & P stores throughout the Pittsburgh market!

From KQV you get top spots and programs, adjacent to high-rating CBS network shows. And from A & P you get the unprecedented opportunity to merchandise and display your product in 130 A&P markets in the KQV area.

This amazingly successful tie-in has already brought eye-popping sales results for many national advertisers. General Mills, for example, upped purchases of Wheaties 81.9% in the Pittsburgh area. Canada Dry reported, "almost doubled normal weekly case sales."

This promotion *works.* Why not put it to work for *you?* Call or wire—*right now*—for full particulars!

KQV NOW CBS RADIO

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

HOUSE SUSTAINS 'VOICE' FUNDS SLASH

President's request for $87.6 million for the overseas information program ends up $27.6 million shy. The Republicans beat down a Democratic attempt to restore $20 million to the budget.

POLITICAL kinship went askew last Wednesday as House Republicans succeeded in beating down attempts by the Democrats to restore some $20 million to a drastically-cut Eisenhower budget providing funds for Voice of America's fiscal 1954 operation.

For the overall overseas information program (International Information Administration under the State Dept.), the House voted approval of a 31% cut—from the President's $87.6 million request to only $60 million. The Truman budget asked $114,515,800.

The GOP in the House flattened Democratic attempts to amend the bill and restore $20 million to the appropriation, most of it earmarked for Voice of America, by a 155 to 102 standing vote.

The Administration now must bank on the Senate to favor adding some of the funds.

Rep. John J. Rooney (D-N. Y.), a veteran member of the House Appropriations Committee, led the Democratic attack. Democrats asserted the economy axe on Voice not only would impair that program but also would take the meat out of President Eisenhower's pending request for a new propaganda agency.

At the same time, the House Government Operations Committee approved President Eisenhower's plan to reorganize IIA into a new agency. If neither the House nor Senate disapprove, the agency setup becomes effective Aug. 1.

Rep. Rooney said he was "100% on the side of the President in this." Rep. Robert L. F. Sikes (D-Fla.) said "we should kill this program in its entirety or should vote it enough money to do a job."

GOP Charges of Waste

Republicans defended the cut on grounds the Voice has wasted money.

The original budget request (Truman) was for $28,328,000 for radio broadcast service (Voice). This was revised by President Eisenhower to $20.8 million, which the House overall cut would scale down even further. The original Truman request also asked for $20.2 million for acquisition and construction of radio facilities. The latter request was eliminated in the House.

Rep. Rooney predicted that the House funds cut, if not changed by Congress, would mean the dropping of 4,500 persons from the IIA payroll.

An analysis of the Voice section of the IIA budget was presented the House during debate by Rep. Prince H. Preston Jr. (D-Ga.). Rep. Preston's statement contained an assertion that big cuts in the budgeting for radio might require "total abandonment of radio as an instrument of the information program."

Key section of Rep. Preston's statement, follows:

> Of the $21 million for radio broadcasting, the largest single estimate in the budget, about $13 million is required for facilities operations alone. Of the remaining $8 million, only about $2 million is requested for programming to the free world, and a quarter of this amount is for the Arab world.
>
> If radio were to absorb a proportionate 50 per cent reduction, there would be serious question as to whether the amount of programming which would remain would justify the relatively large expenses of facilities operations which would be required, since most of IIA's domestic and overseas facilities are essential to penetration of the Soviet Union and its satellites. Solution of the dilemma created by the $50 million level might require total abandonment of radio as an instrument of the information program.
>
> Specific steps which might be forced by drastic cuts include: Abandonment of the two new Pacific relay bases, John and Jade, which would save about $1.5 million in the last three quarters of 1954 (less mothballing costs). This step would represent abandonment of the effort, for which the Congress appropriated $15 million in construction funds, to step up the signal to Communist and critical non-Communist areas of the Far East.
>
> Abandonment of all free-world broadcasts, including the Arab areas, would save another $1.5 million in 1954, plus some facilities operations costs.
>
> Cancellation of the expansion of the programming center at Munich and the proposed recording center at Beirut, plus abandonment of the present programming activity at Munich, would save about $1 million in 1954. Although decentralized radio activities have been recommended by all studies, they would be too expensive to support under a $50 million level.
>
> The mothballing of the shipborne transmitter "Courier" would save something under $1 million. The "Courier", presently an extremely effective facility relaying broadcasts to the Arab world and potentially available for other assignments in emergencies, would become unnecessary with the abandonment of Beirut and New York programming for the Arab world, and the withdrawal from the Far East through abandonment of John and Jade.
>
> Further facilities reductions and programming curtailment with respect to the Soviet Union and satellite countries would be necessary to achieve the additional four to five million dollar reduction if radio estimates are to be halved.

Paglin Named Legal Assistant To FCC Comr. Robt. T.Bartley

APPOINTMENT of Max D. Paglin as legal assistant to FCC Comr. Robert T. Bartley was announced last week.

Mr. Paglin joined the FCC in December 1942 serving as an attorney with the General Counsel's office on the staff of the President's Interdepartmental Advisory Committee on Hemisphere Communications.

Mr. Paglin

Mr. Paglin's service with the Commission covers a wide range of experience with its regulatory functions. During his service with the Common Carrier Division from 1943-1948 he participated in the 1945 Senate Hearings on international merger and the preparation for the 1947 Atlantic City International Telecommunications and Radio Conference.

Mr. Paglin served from 1948-1950 with FM Broadcasting, AM Broadcasting from 1950-1951 and Broadcast Hearings from 1951 to date. He recently served several months on assignment with the Office of Opinions and Review.

'Register' Recaps FCC Rule 17

BECAUSE of the number of amendments during the past several years, Part 17 of FCC's rules and regulations pertaining to construction, marking and lighting of antenna structures has been recapitulated in full in the June 30 issue of the *Federal Register*. The rules are as amended to and including June 3.

Antell, TAA Answer

CHARLES ANTELL Co., Baltimore, and TAA Inc., New York and Baltimore, have answered Federal Trade Commission charges of false and misleading advertising in claims made for Charles Antell Formula #9, Charles Antell Shampoo and Hexachlorophene Soap [B•T, June 22], the FTC said last week. The firm declared that the shampoo and Formula #9 have contained no hormones for a year, that advertisements for Hexachlorophene Soap have been discontinued and that Formula #9 contains lanolin in full potency. A hearing is scheduled July 21 in Baltimore before FTC Hearing Examiner John Lewis.

Easton Opposes WHOL's Bid For Continued Operation

REQUEST to continue operation of WHOL Allentown, Pa., was opposed in a filing with FCC last week by the Easton Pub. Co., publisher of the *Easton Express* and licensee of WEEX (FM). The Easton applicant (for 1230 kc with 250 w) was successful in its seven-year quest for AM facilities early this month when the Commission granted its application over that of WHOL Allentown, Pa. [AT DEADLINE, July 6]. WHOL, which went on the air in 1948, asked the Commission to permit it to continue pending appeals and court review of the FCC's latest action. Easton claimed that continuance of WHOL on the air would prejudice its grant.

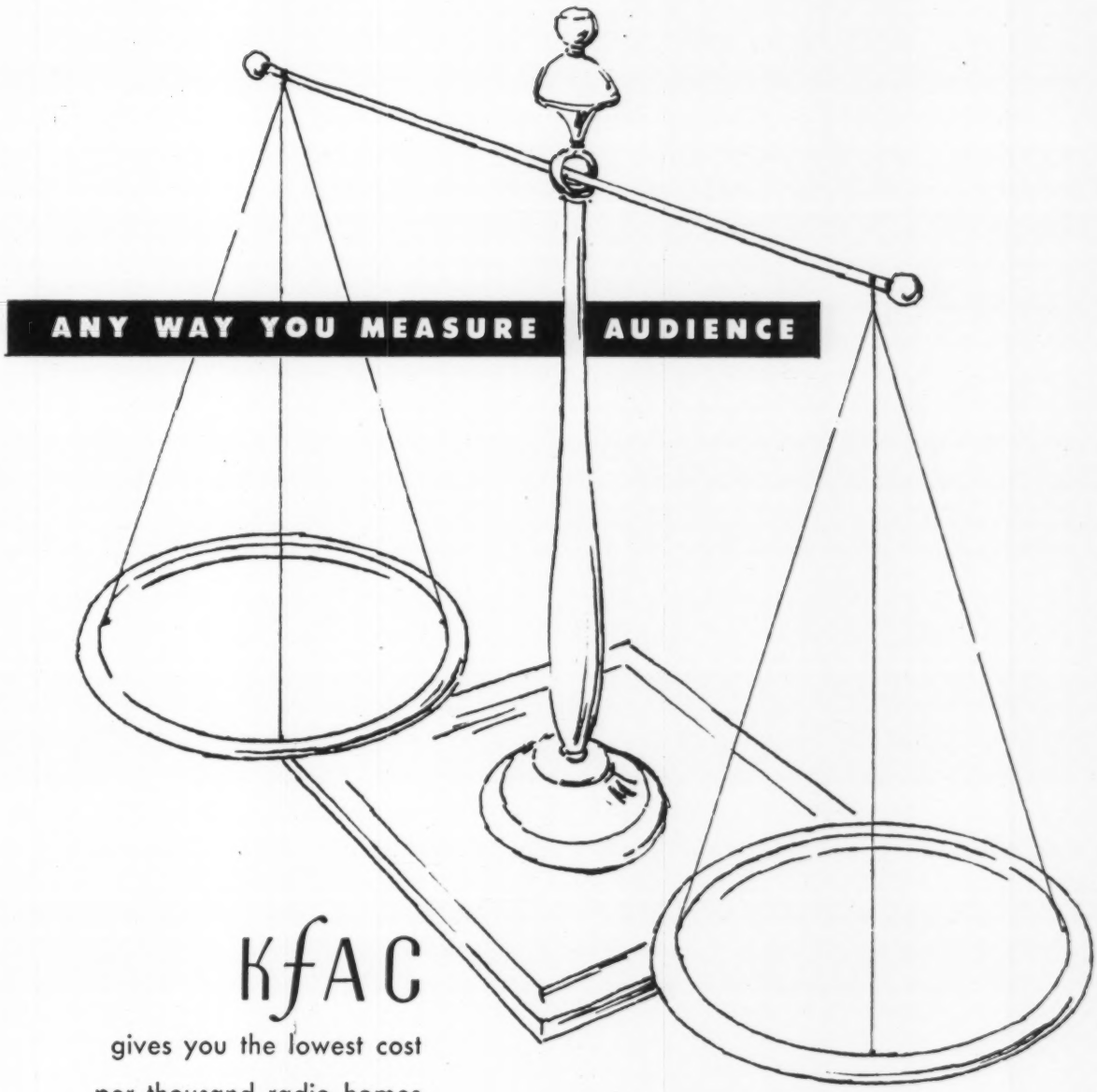
Case went to court after a 1947 FCC decision favoring WHOL. The Court of Appeals remanded the case in 1949, on appeal by Easton Pub. Co. The Commission was told it had to decide which city needed radio service more. The Commission in 1950 reopened the case, set the two applicants down for further hearing on this question, but permitted WHOL to continue on a temporary basis.

Easton, although opposing WHOL's request, said it would be all right if WHOL was allowed to continue to Aug. 15 in order to properly wind up its affairs.

Seek Full Court Hearing In D. C. Transit Issue

REQUEST that the full U. S. Court of Appeals consider whether to continue or dismiss its appeal against the FCC was filed last week ago by Transit Riders Assn., which has been trying to force the FCC to hold a hearing on the license renewal of WWDC-FM Washington.

Motion that the case be dismissed—in the light of the termination of transitcasting in Washington May 30—was made by Capital Broadcasting Co., licensee of WWDC-AM-FM early last month, with the consent of FCC and the U. S. This was agreed to by Judge Charles Fahy and James M. Proctor, with Judge Bennett C. Clark dissenting, July 1. The majority declared that since there was to be no more transitcasting in Washington, the case was moot. TRA claims that since the receivers are not being removed from buses and streetcars there is the possibility that transitcasting will be resumed.



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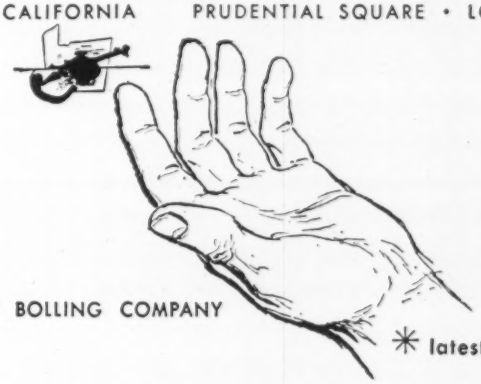
gives you the lowest cost
per thousand radio homes
in **Los Angeles** * NETWORK OR LOCAL

THE MUSIC STATION FOR SOUTHERN CALIFORNIA PRUDENTIAL SQUARE • LOS ANGELES



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* latest PULSE

Sen. Morse Warns FCC To Reserve Educ. Channels

SEN. WAYNE MORSE (Ind.-Ore.), in a Senate speech last Monday, warned FCC that some members of Congress are watching what the Commission does with TV channels reserved for educational purposes.

Responsibility of the FCC, Sen. Morse said, is to see that channels are reserved for educational TV "so that television may become one of the greatest institutions of higher learning and education in our country, uncensored and uncontrolled by any combination of business or economic forces."

The Oregonian, who formally split with the Republican Party after the election of President Eisenhower, called on Congress to "proceed without delay to a charitable examination of the whole question of protecting educational television."

At the same time, he asserted that television, a powerful campaign force, is becoming an even more important factor. He warned that the economic facts of TV have brought conditions to the point now "that poor men can hardly afford to run for office."

According to Sen. Morse, the public's "responsibility" in financing political campaigns from the standpoint of television ought to be explored. He said:

"There will be no free elections in America if we ever come to the time when poor men running for office do not have available to them the television medium at an expense cost they can afford to pay."

11 Radio Technicians Named to Foreign Service

STATE DEPT. last Wednesday announced 11 radio technicians have been appointed foreign service staff officers and assigned to overseas posts.

Assigned to Nicosia, Cyprus, are Douglas E. Clinkinbeard, formerly with CAA and with WLW Cincinnati 1946-50; Stephen G. Harding, former research supervisor with Stromberg-Carlson; Joseph Johnson who was with KYW Philadelphia before service with Philadelphia International Airport, and Gordon E. Kent, who was with the Navy.

In the group assigned to Okinawa: Bernard Casper, formerly with International Broadcasting Service; Gordon France, former co-owner of KVSM San Mateo, Calif., and advertising agency owner before he joined IBS in New York; Homer Johnson, also with IBS and formerly with KULA Honolulu, and Bert Koeblitz, formerly WEOL Elyria, Ohio, general manager.

Assigned to Tangier: Alfred E. Griffiths, former chief engineer, KOTA Rapid City, S. D., and Gene Salmon, IBS recording technician and earlier with several Tulsa stations. John E. Bannon, assigned to Salonika, Greece, was a VOA technician after having been with WLOK Lima, Ohio, and WROW Albany, N. Y.

Daniel Resigns FTC Post

RESIGNATION of D. C. (Scott) Daniel as secretary and executive director of the Federal Trade Commission effective Aug. 21 was announced by that agency last week. Mr. Daniel will return to private law practice in Paris, Tenn., and also will be associated with law firms in Nashville, Memphis and Washington. His successor was not named in the FTC announcement.

Pine Bluff Sends Thanks

RESOLUTION in "grateful appreciation" to FCC for acting to establish vhf Ch. 7 KATV (TV) Pine Bluff, Ark., was sent to the Commission last week by the Pine Bluff Chamber of Commerce. The resolution recalled that "conflicting applications of doubtful propriety" were filed for Ch. 7 "which might have caused a delay of several years in the establishment of vhf TV" there and commended FCC for its "prompt and expeditious steps in making possible the early consideration of the application of Central-South Sales Co.," KATV permittee. In making the KATV grant, FCC dismissed the conflicting bid of Gaylord Shaw on the grounds it was not filed in good faith [B•T, June 22].

Rowley, Brown Acquire 100% Interest in KRTV (TV)

PURCHASE of 50% interest in KRTV (TV) Little Rock, Ark., held by Donald W. Reynolds, by Messrs. E. H. Rowley and Kenyon Brown, who already own the other 50%, was made last week. Application for FCC approval was filed Thursday. Messrs. Rowley and Brown, under the name of Rowley-Brown Broadcasting Co., are paying $52,500 for Mr. Reynolds' half interest, but the agreement also provides that they acquire a $35,000 note on Little Rock Telecasters (licensee of KRTV) held by Mr. Reynolds.

Acquisition of 100% ownership of KRTV, which went on the air last April, gives the Rowley-Brown group full ownership of two TV stations; the other is KWFT-TV Wichita Falls, Tex. Messrs. Rowley and Brown also own KWFT-AM-FM in that city.

Mr. Brown, who is a one-third stockholder in the Rowley-Brown Broadcasting Co., in his own name has an 18% interest in KBYE Oklahoma City, a 30% interest in KMBY-AM-TV Monterey, Calif., a 17.5% interest in KGLC Miami, Okla., and a 25% interest in KMIV (TV) Miami, Okla.

Mr. Reynolds, owner of the Southwestern Publishing Co. (*Fort Smith Times Record* and *Southwest American* and other newspapers in Oklahoma and Nevada), owns KFSA-AM-TV Fort Smith, KHBG Okmulgee, Okla.; KBRS Springdale, Ark., and KWRN and KZTV (TV) Reno, Nev.

Senators Try for Meeting On NARBA Ratification

ATTEMPT was to be made in the Senate last weekend to have the Senate Foreign Relations subcommittee members on NARBA meet to consider the treaty. The North American Regional Broadcasting Agreement—setting up assignments of the spectrum among the North American countries (except Mexico and Haiti)—is awaiting ratification.

Three days of hearings were held on the treaty a fortnight ago [B•T, July 13]. At that time, the subcommittee's chairman, Sen. Charles W. Tobey (R-N. H.) indicated it would be difficult to get the Senators together for NARBA's consideration. Reason for this is that for the past two weeks Congress has opened its throttle wide on "must" legislation in a drive to leave Washington in early August.

Subcommittee members are Chairman Tobey, Sens. William Langer (R-N. D.), Homer Ferguson (R-Mich.), J. William Fulbright (D-Ark.) and Mike Mansfield (D-Mont.).

WCKY Wants Hearing On KSOX Transfer

APPLICATION for the sale of KSOX Harlingen, Tex., from Houston's Mayor Roy Hofheinz to McHenry Tichenor and associates for $225,000 should not be approved without a hearing, Cincinnati's WCKY told the FCC last week.

The Cincinnati Class I-B station (1530 kc with 50 kw) claimed it would be unfair to it for the Commission to assign KSOX's construction permit to a new party unfamiliar with its complaint against the Harlingen station without a hearing. WCKY also asked that it be made a party to such a hearing or that no decision be made on the transfer application until the Commission decided its petition for reconsideration and rehearing against the 1951 action permitting KSOX to operate with 50 kw day and 10 kw night, non-directionally. Oral argument on the WCKY complaint of interference was held in December 1952, but no decision has been issued.

Mr. Tichenor and associates—James Cullen Looney (owner of KURV Edinburg, Tex.) and Troy R. McDaniel—own KGBS Harlingen (on 1240 kc with 250 w) and hold a CP for KGBS-TV on vhf Ch. 4. Upon FCC approval of the purchase of KSOX, KGBS' license will be surrendered, but the call letters will be used to replace KSOX.

FCC Cites Set Design in Report On Amateur Interference to IF

AMATEUR radio operator's interference with some TV receivers (using an intermediate frequency [IF] in the amateur 21 mc band) "is due principally to characteristics in the design of television receivers," FCC has announced.

FCC stated that it had carefully studied this problem and had determined that the interference often may be due to the design of certain post-war TV receivers now in use by the public using 21 mc IF.

Amateur radio use of 21 mc had been allocated by the FCC since 1945. At the Atlantic City International Telecommunications Conference in 1947 that assignment was made world-wide. On May 1, 1952, amateurs were officially authorized by the Commission to use the 21 mc band.

Early TV sets used 10-14 mc IFs. After World War II, set manufacturers standardized on 21.1-21.8 mc for IF use because at that time it was an area little used in the spectrum. Since the middle of 1949 many of the set manufacturers have changed their IFs from 21 mc to 45.25 mc in accordance with RTMA recommendation [B•T, May 5, 1952].

Senate Unit Passes Communications Bills

THREE communications bills have been approved by the Senate Interstate & Foreign Commerce Committee. They were passed by the House earlier [B•T, May 25].

The legislation: HR 4558 to extend the time FCC has to act on a protest from 15 to 30 days; HR 4557 to permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559 to reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense. The bills were requested by FCC.

THE FACTS

speak for themselves - about

"HOMETOWN, AMERICA"

on WFBR in Baltimore!

"Hometown, America", is doing an *amazing* job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

IN THE FIRST 4 WEEKS

28,338
LABELS WERE BID IN RADIO TELEPHONE AUCTIONS

511
CALLS WERE MADE BY OUR SALES SERVICEMEN

278
NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS

410
STORE POSITIONS WERE IMPROVED FOR SPONSORS

469
STORES ARE NOW COOPERATING AND DISPLAYING "HOMETOWN, AMERICA" DISPLAY MATERIAL

401
INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS

THIS IS ONLY THE BEGINNING!

There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

WHPE Challenges FCC's TV Allocations Table

ANOTHER challenge to the validity of FCC's table of TV allocations has been made with *High Point* (N. C.) *Enterprises's* WHPE-AM-FM requesting comparative consideration with other Ch. 6 applicants in Beckley, W. Va., and Wilmington, N. C.

WHPE filed its application for the vhf frequency last month. At the same time it filed a petition for rule-making asking that Ch. 6 be assigned to High Point.

The WHPE request claimed that it was entitled to a comparative hearing with other Ch. 6 applicants under the equitable distribution and comparative hearing provisions of the Communications Act.

In anticipation of the Commission's argument that High Point is assigned uhf Ch. 15, WHPE referred to the existence of more than 170,000 TV sets (vhf in the main) in the Greensboro-Winston-Salem-High Point area. A uhf station could not muster "a corporal's guard of listeners," WHPE contended, quoting an FCC brief on another case.

Applying for Beckley's Ch. 6 are the *Beckley Daily Telegraph*, Southern West Va. Television Inc., and WJLS. Applying for Wilmington's Ch. 6 are WGNI and WMFD.

Asks WIRY Bid Dismissal

WEAV Plattsburg, N. Y., has petitioned the FCC for dismissal of the competitive TV application of WIRY there for Plattsburg's sole TV allocation, uhf Ch. 28. Both bids have been pending a year. WEAV charges the WIRY bid is "only a skeleton application" which "in its present inadequate condition does not warrant the status of a competitive application to that of your petitioner." Terming the WIRY presentation "incomplete, inaccurate and imperfect," WEAV submitted an engineering report setting forth alleged multiple errors in the WIRY engineering data.

O'Keefe Takes NPA Post

COMMERCE Dept. has announced Arthur K. O'Keefe's appointment as Deputy Administrator of the National Production Authority. The department said this was part of a general realignment in the top echelon of NPA "to continue operations on a reduced scale through July 31, and to plan and staff for the proposed new Business Services Administration." Latter will replace NPA. The BSA will have some 20 main industry divisions with key advisers recommended by the various industries to represent them. An electronics "major division" is planned. Mr. O'Keefe is on leave from the U. S. Rubber Co. and has been with NPA since April 1952.

FTC Promotes Kintner

EARL W. KINTNER'S appointment as general counsel for the Federal Trade Commission by FTC Chairman Edward F. Howrey has been unanimously approved by the FTC. Mr. Kintner, who joined the FTC in 1948 as a senior trial attorney and has been a legal advisor there since 1950, succeeds William T. Kelley, whose 38 years with the FTC includes 19 as general counsel.

KLRA PROTESTS LITTLE ROCK GRANT

KLRA, competitor for Ch. 11 in Little Rock, charges Arkansas TV Co.'s amendment to change its application from Ch. 4 to 11 had not been accepted formally by FCC at the time Ch. 4 was granted to opposing applicant Arkansas Radio & Equipment Co., making the grant illegal.

ARKANSAS Broadcasting Co. (KLRA) and its majority stockholder, Gazette Publishing Co., Little Rock, last week filed a petition under Sec. 309 (c) of the Communications Act protesting the grant of vhf Ch. 4 to Arkansas Radio & Equipment Co.

KLRA charged the FCC erred in assuming there were not two mutually exclusive applications pending before granting Ch. 4 to AR&E.

Before the Ch. 4 grant four applications were pending for the two vhf channels allocated to Little Rock: The competitive application of Arkansas Radio & Equipment Co. and Arkansas TV Co. for Ch. 4 and the competitive applications of Little Rock TV Corp. and Arkansas Broadcasting Co. for vhf Ch. 11.

KLRA charges FCC's acceptance of the amendment to the application of Arkansas TV Co. specifying Ch. 11 instead of Ch. 4 was one day subsequent to the Commission's June 18 announcement that Arkansas Radio & Equipment had been granted Ch. 4 on June 17. KLRA contends an amendment is not effective until formally accepted by the Commission and thus on the day the Ch. 4 grant was made the Commission had before it two mutually exclusive applications for this facility.

The petition alleges there was an oral understanding between KLRA and Arkansas Radio & Equipment Co. that each would use and share the same location and tower on Shinhall Mountain; that in complete disregard of this understanding Arkansas Radio & Equipment and Arkansas TV entered into an agreement which "attempted to and did violate the Rules of the Commission with respect to making an exclusive agreement for the use of the most desirable and advantageous site for the construction of a television station including the tower."

KLRA contends the failure to disclose this agreement makes the amendment application of Arkansas TV "incomplete and defective" and likewise makes defective the application of Arkansas Radio & Equipment and the subsequent grant of Ch. 4 illegal.

Effect of this agreement, KLRA contended, "is the purchase of the exclusive right to apply for a frequency. The instant situation is different from the mere payment of attorneys' fees and expenses for the dismissal of a pending application. The basis for the instant agreement was the purported amendment by the Arkansas Television Co. specifying Ch. 11."

The KLRA petition requests the FCC to vacate its acceptance of the Arkansas TV amendment and the Ch. 4 grant to Arkansas Radio & Equipment and designate both applications for hearings. Two issues requested to be determined by the hearings are:

Whether or not part of the consideration between Arkansas Television Co. and Arkansas Radio & Equipment Co. was to create additional conflict on Ch. 11 and thereby further delay the establishment of a second television station for the public in Little Rock.

Whether or not part of the consideration and/or understanding . . . entailed the right of the latter [Arkansas TV] to purchase an interest in the Arkansas Radio & Equipment Co. in the event Arkansas Television Co. were unsuccessful in its application on Ch. 11.

House Conferees Named To Offices Bill Study

THE HOUSE last week appointed conferees to study First Independent Offices Bill which includes funds to operate FCC in fiscal 1954. The Senate had appointed conferees last spring.

There is a difference in the House and Senate versions of how much money FCC should receive for the year which began July 1. The Senate would give the Commission $7.4 million; the House would appropriate $7.1 million. The Commission would use the additional funds voted it for the hiring of additional hearing examiner teams to tackle TV workloads.

List of conferees: House Republicans—Reps. John Phillips (Calif.), Norris Cotton (N. H.), Charles R. Jonas (N. C.), Otto Krueger (N. D.), John Taber (N. Y.); House Democrats—Albert Thomas (Tex.), George W. Andrews (Ala.), Sidney R. Yates (Ill.), Clarence Cannon (Mo.). Senate Republicans — Sens. Leverett Saltonstall (Mass.), Styles Bridges (N. H.), Homer Ferguson (Mich.), Guy Gordon (Ore.); Senate Democrats —Burnet R. Maybank (S. C.), Lister Hill (Ala.), Allen J. Ellender (La.).

House Approves Unit To Probe Foundations

THE HOUSE last week authorized the setting up of a special committee of five to probe educational and philanthropic foundations which are exempt from Federal income taxes.

The group would investigate whether the organizations "are using their resources for purposes other than the purposes for which they were established . . . particularly . . . for un-American and subversive activities; for political purposes; propaganda, or attempts to influence legislation." A similar committee existed in the last Congress and was headed by the late Democratic Rep. Eugene Cox of Georgia.

FCC Denies KWTO Plea For KFDM Revocation

FCC called for an end to the long-standing facilities dispute between KWTO Springfield, Mo., and KFDM Beaumont, Tex., last week in adopting a memorandum opinion and order denying petitions by KWTO which requested renewal hearing and license revocation of the Beaumont outlet [B•T, July 6, June 29]. The Commission on July 1 granted regular renewal of license to KFDM.

KWTO protested to the Commission in late June, charging KFDM with violations of FCC's rules and orders in opposing KWTO's efforts to obtain a power boost at night to 5 kw. KFDM is assigned 560 kc with 5 kw unlimited, directional antenna night, while KWTO is assigned 1 kw night, 5 kw day, directional night, on the same frequency. KWTO contended KFDM's 1947 power boost included the condition it would be subject to whatever interference might be received from KWTO should its bid be approved.

Details of FCC's memorandum opinion and order reporting the action will not be made available by the Commission until later this week.

THREE JETTISON UHF FACILITIES

WROV-TV says it wants to insure acceptance of vhf Ch. 7 application. WWOD-TV cites economics facing their planned uhf operation, a view generally adhered to by WHHH-TV.

WROV-TV Roanoke, Va., which had decried the unfeasibility of uhf operation in a market already with vhf service, last week announced it would cease operation on uhf Ch. 27, effective last Saturday [B•T, June 29, July 13, 6].

Two other uhf permittees not yet on the air last week returned their construction permits to FCC after further exploring the economic potentialities. They are:

WHHH-TV Warren, Ohio, assigned uhf Ch. 67, and WWOD-TV Lynchburg, Va., permittee for uhf Ch. 16.

Radio Roanoke Inc., operator of WROV-TV, had several weeks ago requested authority to change from uhf Ch. 27 to vhf Ch. 7 on the economic grounds. Last week a new station application for vhf Ch. 7 was filed.

WROV-TV's reason for ceasing operation was to insure that its application for vhf in Roanoke would be accepted by the FCC. WROV-TV thus strongly asserts itself as a contestant in a three-way contest for the Ch. 7 grant, competing with Polan Industries and Times-World Corp. (WDBJ).

The deletion of the two uhf permittees adds fuel to the already "hot" question of uhf-vhf compatibility in the same city and what to do about the economic status of uhf stations.

Of particular significance is the deletion of WWOD-TV in Lynchburg. WWOD-TV lies approximately 45 miles northeast of Roanoke and is in competition with WLVA-TV operating on vhf Ch. 13. In setting forth its reasons why it wishes to be deleted, WWOD points out that:

. . . Since before the grant was issued and after, the board of directors and management of WWOD have diligently explored the possibilities from an economic standpoint of constructing a uhf television station in this market. After months of careful study and viewing, we do not believe it advisable to go ahead with our plans. Even though we are vitally interested in television, we feel that the risk is too great at this time.

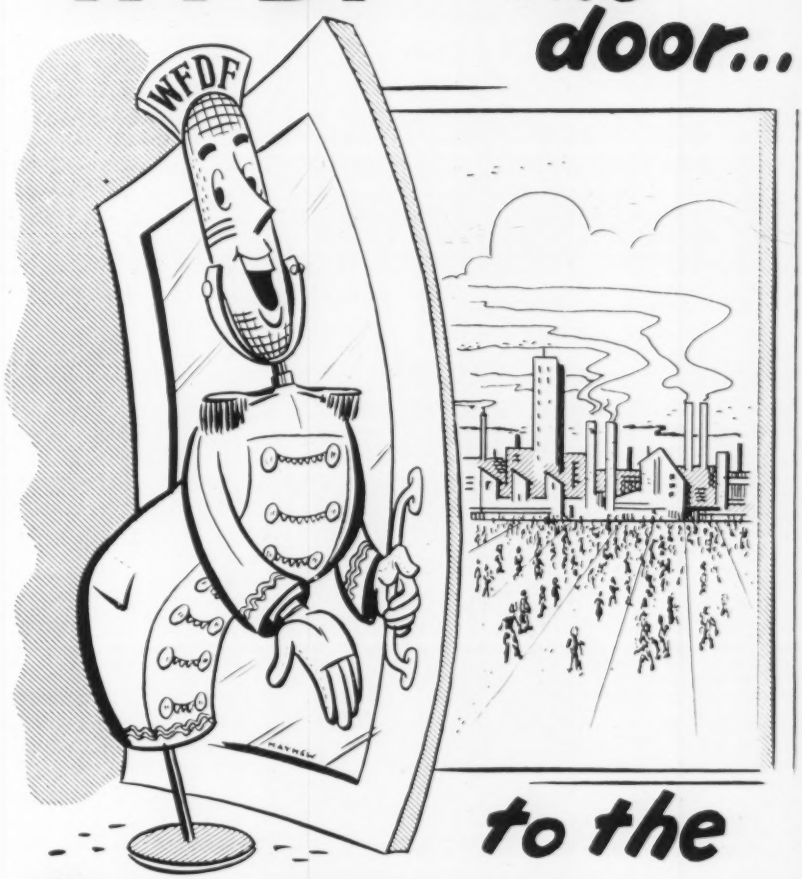
WLIB's Tower Crashes From East River Base

WLIB New York's new 212-foot transmitting tower in mid-Manhattan [B•T, July 13] tore loose from its base in the East River and fell last Wednesday evening. Station officials who had expected to put the new tower into service about Aug. 1, to replace WLIB's present transmitter and tower at 180 Morgan Ave. in Brooklyn, said the fall would delay the transfer by three weeks to a month.

Cause of the collapse was not immediately determined, but there was speculation that the tides of the East River — the tower was anchored on concrete pilings in the river, about 150 feet offshore—may have loosened rivets.

The new transmitter and transmitter building were not damaged. The tower missed by about 10 feet a group of some 60 children in a playground, demolished a parked car and damaged four others, and slightly injured five persons. Steel work on the tower was done by the Gunner A. Olsen Co.

WFDF opens the door...



to the Rich Flint Market

Yes, Flint, Michigan is an IMPORTANT MARKET . . . a RICH market ($325,184,000 retail sales in 1952) . . . a BIG market (287,200 population). Flint, Michigan is the World's largest General Motors' Plant City. What's more, added General Motors' production and expansion plans for the future will mean even more jobs . . . more workers . . . more retail sales . . . AND MORE PROSPECTS FOR YOUR SALES MESSAGE OVER BUSY WFDF, FLINT'S FIRST STATION. To open the door for your product in this rich industrial market, BUY WFDF, FIRST IN FLINT!

Sales Management "Survey of Buying Power" 1953

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids WFBM and WFBM-TV Indianapolis — WEOA Evansville

POST-THAW UHF-VHF BALANCE NEARS AS FIVE NEWEST OUTLETS PLAN STARTS

The comparison will stand at 46 vhf—45 uhf when operations are underway for WISE-TV Asheville, KFSA-TV Fort Smith, WMTV (TV) Madison, WTPA (TV) Harrisburg and WAKR-TV Akron

WITH WTPA-TV Harrisburg on the air and four more stations planning to start commercial programming yesterday and today (Monday), the number of post-thaw commercially-operating uhf stations nearly equals the post thaw vhf outlets: 45 uhf, 46 vhf.

Yesterday (Sunday) WISE-TV Asheville, N. C., KFSA-TV Fort Smith, Ark., and WMTV (TV) Madison, Wis., were to make their commercial debuts. Today WAKR-TV Akron plans to begin programming. All are uhf stations.

Assuming the above five stations met their target dates, the total number of commercial outlets is 199. There also is one noncommercial-educational station on the air.

The vhf stations still far outnumber the uhf outlets because of the 108 pre-freeze vhf stations. Altogether there are 154 vhf outlets.

A number of soon-to-start stations have begun test pattern operations. As soon as they begin commercial programming they will be counted by B•T as "on the air" and will be listed in TELESTATUS, page 39. All other post-thaw grantees are listed in the table beginning on page 113.

Sheldon Anderson's KAFY-TV Bakersfield, Calif., reported as on the air July 5, actually did not begin then although it had planned an early July start. Mr. Anderson explained there was an unexpected delay in shipment of some equipment. He says the station will go on within the next two or three weeks. Mr. Anderson added that a survey indicates about 15,000 of the 25,000 vhf sets in Kern County already are converted to receive uhf. KAFY-TV will be on uhf Ch. 29.

W. L. Shellabarger, president of WTVP (TV) Decatur, Ill., assigned uhf Ch. 17, last week advised that everything except the antenna was on hand and that the transmitter had been adjusted. He said the antenna was delayed but he hopes the station can begin putting out a test pattern Wednesday.

Mr. Shellabarger reported that out of 300 central Illinois TV set dealers queried, 100 have replied stating that 11,924 TV sets have been sold at retail. Of these, 2,212 are able to receive uhf.

WTPA (TV) Beats Target

Several stations did get on the air last week, although a few now on with test patterns don't expect to start commercial operations for a week or two.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, started commercial programming July 6 with 15 to 16 hours of programs daily—believed to be one of the most extensive program schedules of any new station. Five hours of programming daily consist of local live productions, David J. Bennett, manager, said. He reported the station's coverage is exceeding the engineers' expectations. He said WTPA started with a full day's programming so "the viewer would always find us on the air when he wants to view." He said in the Harrisburg area no one thinks of uhf as being a special type of television. "It's just TV," he said, "and even though it's been researched to death, it's still TV."

The Harrisburg outlet had been reported as having a July 15 starting date; this it beat by nine days.

KTVH (TV) Hutchinson, Kan., which went on the air July 1 [B•T, July 6], commenced telecasting live network programs July 14, ahead of schedule, according to Bill Ritchie of that station. The Hutchinson-Wichita outlet, a basic CBS-TV affiliate, is on vhf Ch. 12.

KFSA-TV Fort Smith, Ark., which put a test pattern on the air July 10, was to have started programming yesterday (Sunday), according to Weldon Stamps, a station spokesman. He said the outlet is affiliated with ABC-TV, DuMont and NBC-TV.

Two other stations were to have started yesterday. WISE-TV Asheville, N. C., and WMTV (TV) Madison, Wis., both were aiming for a July 19 commencement.

WAKR-TV Akron, on test pattern since the middle of last month, planned to begin commercial operations today (Monday).

WKJF-TV Pittsburgh, planning an Aug. 1 start of programming, went on the air with a test pattern July 14, F. G. Raese, station manager, told B•T.

WGVL (TV) Greenville, S. C., went on the

NIX TO NETS AT NIGHT -- say Cincinnati radio listeners -- Hooper survey* shows WCPO with music-news-sports programs FIRST in listener preference

TV CHANGES LISTENING HABITS

In the television-saturated Cincinnati Area, where almost everybody can watch TV, there's a new pattern in nighttime radio listening.

Oh, yes — people *still* listen to radio at night in Cincinnati, as shown by the latest Hooper Survey. But they now say NIX to NETS at NIGHT . . . and turn to WCPO Radio *first* for the kind of programs that TV can't replace: music, news, sports . . . programs that can be enjoyed anywhere in the house, on the porch, in the back yard, or in the car.

Result: night after night, more Cincinnatians listen to WCPO than to any other radio station.

*Here's how Cincinnati radio stations rank in nighttime audience (8:00 to 11:00 PM), based on independent survey made in May, 1953 by C. E. Hooper, Inc.:

RANK	STATION	AVERAGE ¼-hr. RATING
1st	WCPO	3.8
2nd	network station "B"	3.6
3rd	network station "C"	2.4
4th	station "D"	0.8
5th	network station "E"	0.7

(And remember . . . for television it's WCPO-TV—Cincinnati's favorite TV station.)

WCPO

CINCINNATI'S FAVORITE RADIO STATION

Represented by the Branham Co.

Uhf by Hook or CROOK

WHEN WTVI (TV) brings its uhf operation to Belleville, Ill., a few weeks hence one person, at least, will be ready.

That's the person who broke into a radio-TV servicing business and stole two uhf converters valued at $68. Cracks the *St. Louis Post-Dispatch:* "The television-minded burglar was presumed to be ready for ultra high frequency when it came."

air with a test pattern July 15, Ben K. McKinnon, general manager, reported. The station, which begins "on schedule," is operating with 17 kw ERP visual. It will be interconnected with ABC-TV, DuMont and NBC-TV. Commercial operation still is set for Aug. 1.

WGLV (TV) Easton, Pa., which began its test pattern operations June 26 with 60 kw ERP, now is on with full 100 kw ERP. Charles R. Thon, chief engineer, said the station has been received 90 miles away.

Arthur B. Church, president of KMBC and KMBC-TV Kansas City, Mo., said an early start on vhf Ch. 9 was assured last week when FCC granted approval for KMBC-TV and WHB-TV to go on the air with special temporary authorization, sharing time on the channel, as soon as the antenna could be mounted atop the Kansas City Power & Light Bldg. and a transmitter installed.

These installations should be completed this week, Mr. Church said. He hopes equipment tests can begin before the end of July. Barring unforeseen delays, he predicted KMBC-TV and WHB-TV will begin broadcasting CBS-TV programs on Aug. 1.

George Higgins, KMBC-AM-TV general manager, and Don Davis, WHB-AM-TV president, are in New York now, conferring with agencies and advertisers.

WKLO-TV Aims for August

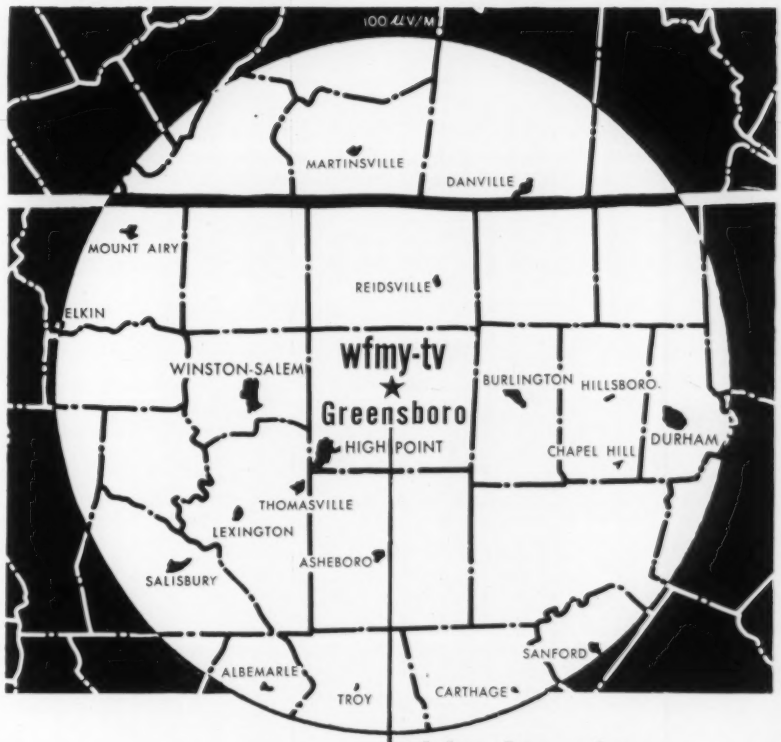
WKLO-TV Louisville, Ky., will go on the air in early August, according to Joe Eaton, general manager of WKLO-AM-TV. He said the uhf Ch. 21 outlet will be an ABC-TV affiliate and will operate with ERP of 230 kw visual from an antenna 730 feet above average terrain.

John C. Merino, manager of KFSD-TV San Diego, which plans a September debut, said Jack E. Tolen and Charles Baldour, both of WDTV (TV) Pittsburgh, have joined the station. Mr. Tolen has been named program director of the vhf Ch. 10 station, and Mr. Baldour is to be production supervisor.

WCAN-TV Milwaukee's tower will be completed within the next three weeks, Lou Poller, president and general manager, said last Thursday. Test patterns will begin in about three weeks, he added. Commercial programming is set for Sept. 1, he said. He said up to two weeks ago, there were already 25,000 TV sets able to receive uhf Ch. 25. Representative is O. L. Taylor Co.

WTAO-TV General Manager Frederic S. Bailey said that the station on "uhf Ch. 56 is licensed for Boston and will be Boston's third TV station . . . It will be on the air with a test pattern the latter part of August and start commercial operations in September." He asserted that conversion of the Boston area TV sets to receive uhf channels is "progressing at an astonishing rate."

WILS-TV Lansing, Mich., was to have in-



this is where
it PAYS to be in the middle...

Providing it's the middle of this important mid-South region —an advertiser's paradise of progressive communities, all served by the broad circle of WFMY-TV's coverage. Packed into this zone of sales opportunity is a greater amount of buying power than you'll find in such media "musts" as Baltimore, Pittsburgh, San Francisco, or New Orleans.

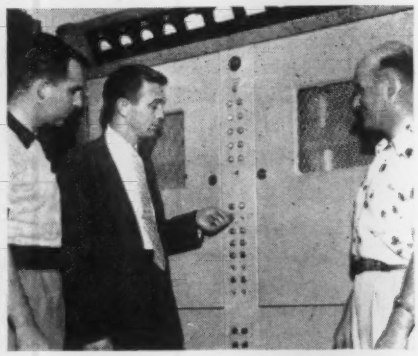
Strategically located in the middle of almost a billion and a half dollars — money waiting to be spent on what *you* have to sell — is WFMY-TV. Many of America's most successful advertisers have discovered how well WFMY-TV reaches and persuades the customers of this growing area. Why not share their good fortune with them?

wfmy-tv

Basic CBS Affiliate – Channel 2
Greensboro, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

stalled its transmitter on the 24th floor of the Olds Tower last week. The uhf Ch. 54 station's antenna was raised atop the building July 12. The test pattern will be put on the air as soon as possible, a station spokesman reported. The on-the-air date for commercial programming is Sept. 15.

KTXL-TV San Angelo, Tex., says it has set



FLIPPING THE SWITCH to put WNAO-TV Raleigh on the air is Charles W. Stone, general manager. Watching are Peter Miller (l), chief engineer, and James Valentine of Federal Telecommunications Labs., which supplied the 1 kw transmitter for the uhf Ch. 28 station. WNAO-TV started test pattern July 8, commercial operations July 12. The station is building private microwave installation to pick up network shows live. All TV plant equipment was purchased through Graybar Electric Co. by Sir Walter Television, new owner of the WNAO-AM-FM-TV stations.

* * *

a new pattern in station openings. Claiming that most opening-day programs are informal affairs, the station explained it had formal introductions and greetings of various dignitaries and filmed introductions of the staff members at their desks. The station began July 7.

Paul McClelland, in a speech before the Quincy, Ill., Lions Club, said WGEM-TV Quincy, of which he is program director, plans to get on the air by early fall with NBC-TV affiliation. He outlined plans of the station and demonstrated some of the techniques of television with a closed circuit TV program at the luncheon meeting. The outlet is assigned vhf Ch. 10 and will go on the air with 316 kw ERP.

One educational and five commercial stations received construction permits last week. For their starting plans, see story page 52.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARKANSAS

KFSA-TV Fort Smith, uhf Ch. 22 (ABC-TV and DuMont), represented by John E. Pearson TV Inc., yesterday (Sunday) (test pattern started July 10).

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC and DuMont), represented by Forjoe TV Inc., Aug. 10 (test pattern on July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Aug. 1.

KUSC (TV) Los Angeles, uhf Ch. 46, noncommercial educational, August.

KEYT (TV) Santa Barbara, vhf Ch. 3 (all four TV networks), represented by George P. Hollingbery Co., July 25.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., August.

FLORIDA

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22.

ILLINOIS

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., July 22.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KOAM-TV Pittsburg, vhf Ch. 7, Aug. 1.

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6, represented by John E. Pearson TV Inc., Aug. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 1.

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Blair TV, Aug. 1.

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 15.

MONTANA

KXLF-TV Butte, vhf Ch. 6, Aug. 1.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-TV and CBS-TV), represented by Weed TV, today (Monday).

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television Inc., Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., yesterday (Sunday).

WHKP-TV Hendersonville, uhf Ch. 7, July. August.

OHIO

WAKR-TV Akron, uhf Ch. 49 (ABC-TV), represented by Weed TV, today (Monday) (test pattern started mid-June).

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, July 21.

OREGON

KBES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., August (test pattern started June 26).

WTPA (TV) Harrisburg, uhf Ch. 71, represented by Headley-Reed TV Inc., started commercial programming July 6.

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.

WKJF-TV Pittsburgh, uhf Ch. 53, represented by Weed TV, Aug. 1 (test pattern started July 14).

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 1.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Aug. 1.

SOUTH CAROLINA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern on Aug. 15).

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Sept. 1.

KIMA-TV Yakima, uhf Ch. 29 (CBS-TV), represented by Weed TV, yesterday (Sunday) (test pattern started June 30).

KIT-TV Yakima, uhf Ch. 23, August.

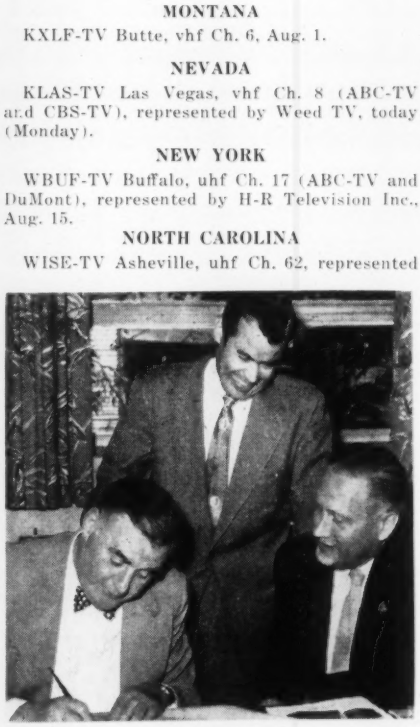
WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WMTV (TV) Madison, uhf Ch. 33 (ABC-TV, DuMont and NBC-TV), represented by The Bolling Co., yesterday (Sunday).

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.



PURCHASE of a 5 kw DuMont transmitter for WREX-TV Rockford, Ill., is completed by L. E. Caster (l), president of Greater Rockford Television Corp., licensee. Watching the contract-signing are B. J. Klindworth, DuMont sales representative, and Soren Munkoff, general manager of the vhf Ch. 13 outlet.

WPTS Goes On Air As Pittston's First

WPTS Pittston, Pa., went on the air last month with 1 kw on 1540 kc, Angelo W. Fiorani, president and general manager, has announced.

The station, Pittston's first, has studios in the Newrose Bldg., Main and Spring Streets. Frank Silva is station manager; R. E. Florey is commercial manager. Transmitter is located in Duryea, Pa.

CHARLES N. DeROSE, general manager of WHYN-AM-TV Springfield-Holyoke, Mass., signs the contract appointing Weed & Co. and Weed Television as New England representatives for the stations. Looking on are (l to r) Robert R. Reardon, Weed's Boston manager; William Dwight, managing editor of the *Holyoke Transcript-Telegram*, and Patrick J. Montague, WHYN-AM-TV business manager.

Three Stations Are Shipped RCA Victor Transmitters

RCA VICTOR last week shipped a 25 kw amplifier to WPTZ (TV) Philadelphia, a 1 kw uhf transmitter to WTAO-TV Cambridge-Boston and a 1 kw AM transmitter to WCIN Cincinnati.

The WPTZ conversion equipment will allow the station to increase its power to the maximum allowed on the station's vhf Ch. 3 frequency—100 kw visual. WPTZ will use an RCA six-bay superturnstile antenna in conjunction with the new unit.

WTAO-TV, assigned uhf Ch. 56, will get an RCA antenna and associated equipment early next month, according to RCA. The station plans to start commercial operations in September.

WCIN, which plans to begin broadcasting soon on 1480 kc, is owned by R. W. Rounsaville, permittee for WCIN-TV, uhf Ch. 54 station (not yet on the air).

Crosley, MBS-GT Meet Stresses Sales, Promotion

CROSLEY's WLW Cincinnati is enjoying an increasing sales volume because of "a realistic approach to today's problems of radio selling," Norman Cash, WLW's general manager, told 20 MBS executives and salesmen, guests of the station at a two-day seminar July 9 [B•T, July 13].

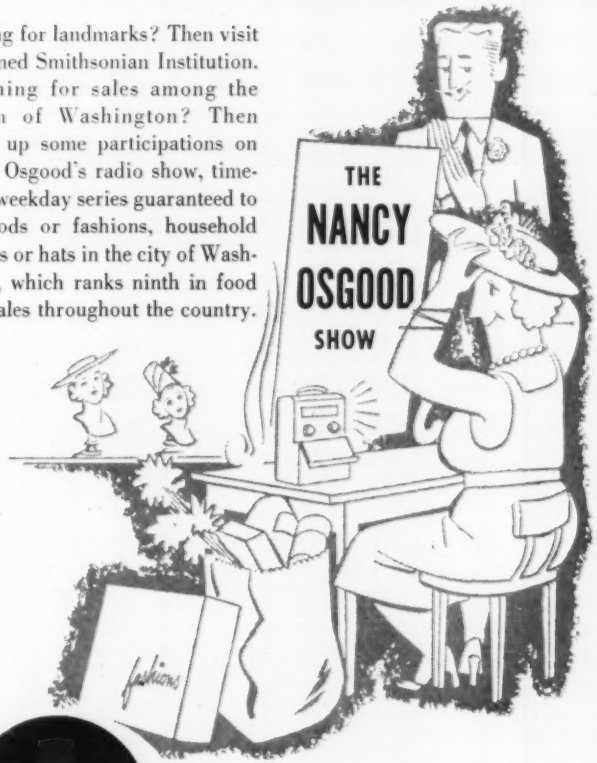
Mr. Cash quoted figures pointing up WLW's position in the major markets of the four-state area it serves. Robert E. Dunville, Crosley Broadcasting Corp. president, was the host. MBS visitors were headed by T. F. O'Neil, president and board chairman, and J. G. Taylor, executive vice president of General Teleradio Inc. and MBS. Network salesmen from both New York and Chicago attended. The seminar on radio sales and promotion problems began July 9 and concluded July 11 with a breakfast at the Terrace Plaza in Cincinnati.

Landmarks in history . . and . .

landslides in sales

The Nation's Capital is famous for both.

Looking for landmarks? Then visit the famed Smithsonian Institution. Searching for sales among the women of Washington? Then snatch up some participations on Nancy Osgood's radio show, time-tested weekday series guaranteed to sell foods or fashions, household services or hats in the city of Washington, which ranks ninth in food store sales throughout the country.



WRC

NBC in Washington

980 on AM • 93.9 on FM

Represented by NBC Spot Sales

KROW Begins Operating Its Remote Transmitter

DESCRIBING itself as the first metropolitan radio station to utilize remote control operation of a transmitter and the first to erect a transmitter building especially designed for remote operations, KROW San Francisco-Oakland put its new facilities into operation July 11.

KROW last week announced that the new transmitter adds $100,000 to its radio investment and is the culmination of more than two years of planning and construction on the tower and transmitter building in San Francisco Bay.

Sheldon F. Sackett, KROW Inc. president, termed the investment as "indicative of our constant faith in AM broadcasting" in the face of increasing TV competition.

The remote operation is accomplished at the downtown studios, three miles from the island transmitter, by KROW engineers who handle the controls and meter readings. With a relay system, a duplicate control panel downtown actually controls the transmitter and tower.

KROW, managed by J. C. (Gil) Partridge, operates as an independent outlet with 1 kw on 960 kc.

KOMO-TV Names Hollingbery

O. W. FISHER, president, and W. W. Warren, general manager, KOMO-TV Seattle, last Wednesday announced the signing of George P. Hollingbery Co. as television representative. The vhf Ch. 4 station plans to go on the air Dec. 11 as an NBC-TV affiliate.

Radio's GROWING

Last year a radio was purchased every 3¼ seconds in the United States! 98.1% of U.S. homes are radio homes.

And WGN has a weekly daytime circulation of 2,199,000 homes—55% of which are non-TV homes and 85% of which are in the middle and upper income brackets*—a great audience with top buying power.

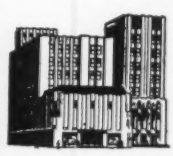
* Nielsen Coverage Service.

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11 Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

KOLN-AM-TV Lincoln Sold To Fetzer for $650,000

SALE of KOLN-AM-TV Lincoln, Neb., by Cornhusker Radio & TV Corp. to Fetzer Broadcasting Co. for a total consideration of about $650,000 was announced last week. Sale price includes $145,000 cash plus assumption of various obligations totaling about $500,000.

Application for the transfer was expected to be filed with the FCC late last Friday.

Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO Kalamazoo, Mich., and operator of WKZO-TV Kalamazoo-Grand Rapids.

Principals in Fetzer Broadcasting are President John E. Fetzer (52%) and his wife Rhea H. Fetzer (48%), vice president and secretary.

Mr. Fetzer is minority stockholder of KXEL Waterloo, Iowa, which is applicant for a TV station at Waterloo; vice president and 33⅓% stockholder WMBD-AM-FM Peoria, Ill., TV applicant for that city; chairman of the board and minority stockholder Vitapix Corp., distributor of motion pictures for TV, and together with his wife owns all of the stock of Fetzer Enterprises Inc., electronic equipment company in Kalamazoo.

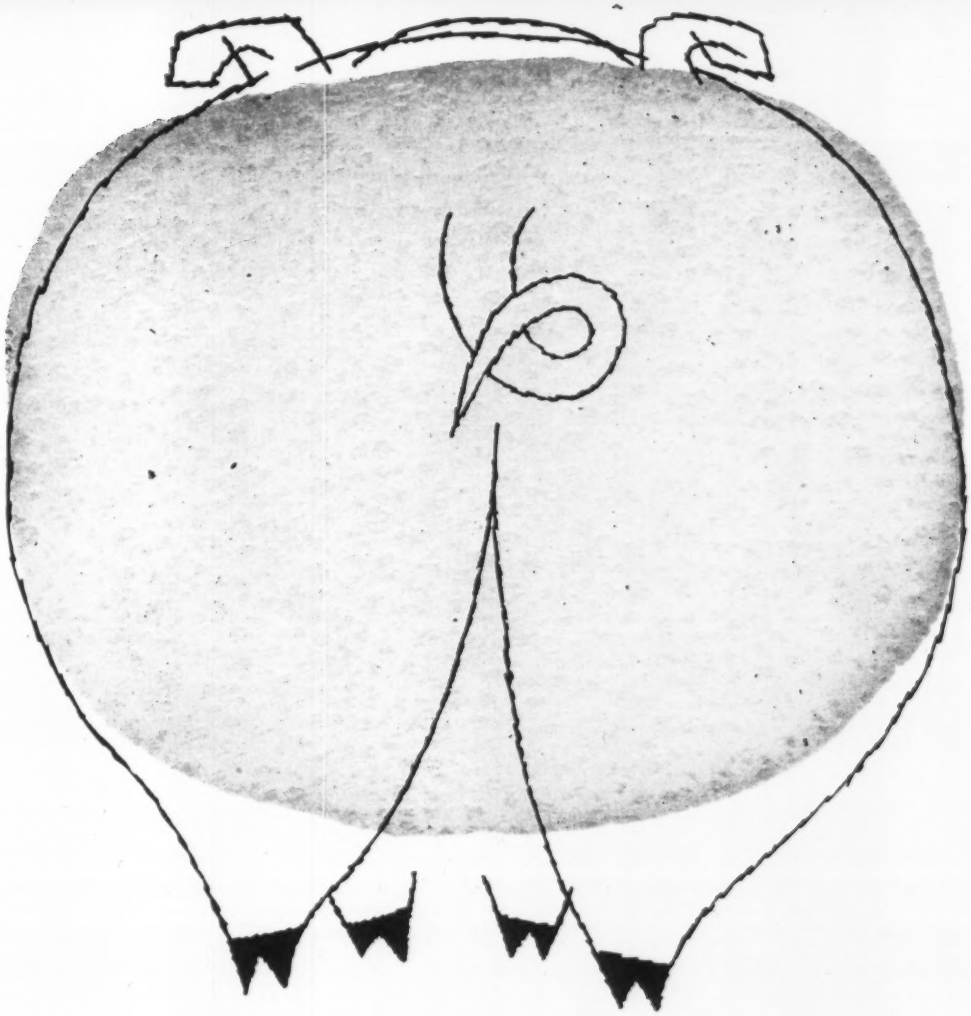
In the KOLN-AM-TV purchase, Fetzer Broadcasting assumes all the liabilities of KOLN-AM-TV, amounting to about $120,000, and a long term debt of $175,000. The TV station operating on vhf Ch. 12 has been on the air since February of this year and KOLN-AM-TV reports a total loss of $113,108.60 for the six months ending June 30.

Both parties to the sale were represented by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson.

WKRC Cincinnati local sales are up, and congratulations are in order. Hubbard Hood (l), sales manager, and David G. Taft, vice president of Radio Cincinnati Inc. (WKRC licensee), exchange best wishes when the station's sales for the first four months of 1953 climbed 32.1% over the same period last year.

WSBA-TV Builds TV Center

CONSTRUCTION of a new TV center for WSBA-TV York, Pa., has commenced with plans for completion by Sept. 15. According to Walter J. Rothensies, vice president of Susquehanna Broadcasting Co., licensee of the uhf Ch. 43 outlet and WSBA, the completed facilities will have a 40 x 60-ft. studio for local-live shows, accommodating studio audiences, with a permanent kitchen set. Studio will allow cars or trucks to be driven onto the floor. Three smaller studios, plus expanded office, dressing and storage space, are being included.



Round Number: Twelve Million

Adding very little to a pig's weight but much to his appearance, a tail also serves radio stations, Chambers of Commerce, statistically minded copywriters, and packing houses, than which there are few things to stay upwind of (packing houses, that is).

To come to the point, in 1952 Iowa again was the Nation's top pork producer, being instrumental in supplying 12,057,000 tails, each attached to a going concern subsequently rendered into squeals, bacon, ham, pork, sausages, billfolds, brushes and an infinitude of et cetera.

The official U. S. census puts Iowa's farm living index at 177, which places the Iowa farmer on top. The national average is 122. Iowa also leads the nation in the percentage of farms with automobiles. The percentage of farms served by electricity, telephones and radios has practically reached the saturation point.

These facts aren't put here to bore you. They're more reason for you to call the Katz Agency and try this WMT market for size. It fits big sales and small (or large) budgets.

WMT **Cedar Rapids • 600 kc • 5000 Watts • Basic CBS Network • Represented nationally by the Katz Agency.**

RADIO IN THE Upper Midwest...

Cost per Thousand.....
Dollar for Dollar...
Ratingwise...
Anyway You Figure It
KSTP Radio
Is a Better Buy Than Ever!

KSTP
KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED BY EDWARD PETRY and COMPANY
MINNEAPOLIS, ST. PAUL

WOR JOINS CRITICS OF 'LIFE' CLAIMS

New York station says that its audience not only outnumbers "Life's", but also outnumbers the combined circulations of the top four magazines in New York.

ON TOP of criticism from CBS and NBC, WOR New York last week attacked *Life* magazine's four-media evaluation study as "an inequitable comparison" [B•T, June 15].

At the same time, Robert M. Hoffman, research director of WOR, claimed that WOR reaches a greater audience each week in the New York area than the top four national magazines combined. He said that the WOR figures were based on the Standard Audit & Measurement Services Inc. survey in the spring of 1952 and the magazine data on the latest breakdown provided by the individual publications.

Life's study, which purported to make comparisons between the accumulative audiences of magazines, newspaper supplements, radio programs and TV programs, drew the following comment from Mr. Hoffman:

"There is nothing wrong in comparing media. But only by measuring magazine circulation against the audience of a station can the true audience of each media be evaluated properly. The practice of stacking up circulation of magazines against the audience for a particular radio or TV program is obviously an inequitable comparison."

Mr. Hoffman pointed out that the Standard study showed that WOR delivers a weekly audience of 1,903,109 families in the New York area. He submitted the following breakdown comparing WOR's audience with the circulation of national magazines in the New York area:

WOR's audience: 1,903,109.

Circulation of the top four magazines in the New York area:

Woman's Day	582,083
Life	539,554
Ladies Home Journal	363,170
Family Circle	326,668
Total	1,811,495

Circulation of the next seven magazines:

Woman's Home Companion	317,875
Good Housekeeping	298,211
Saturday Evening Post	289,076
Look	282,348
McCall's	266,839
Better Homes & Gardens	224,564
Cosmopolitan	184,929
Total	1,863,842

"Moreover," Mr. Hoffman commented, "if anyone raises the cry that the weekly audience consists primarily of people listening only once or twice each seven days, bear in mind that WOR's average daily audience in the metropolitan New York area alone amounts to 1,286,502—outpulling *Woman's Day* plus *Life*. Obviously, as far as WOR is concerned, comparisons between media are highly desirable—as long as the comparisons are made properly."

Mrs. Gordon Gray Dies

MRS. GORDON GRAY, 39, wife of Gordon Gray, president of WSJS-AM-FM Winston-Salem, N. C., president of the U. of North Carolina and former Secretary of the Army, died at Baltimore Wednesday after an illness of several months. Survivors, besides her husband, include four sons, her mother and a brother.

WTMJ-TV Moves to Ch. 4; New Facilities Put Into Play

WTMJ-TV Milwaukee effected its switch from Ch. 3 to Ch. 4 midway in a 7-7:30 p.m. broadcast July 11. [B•T, July 13]

While viewers turned the dials on their sets, WTMJ-TV engineers threw into operation a new transmitter, a new 1,035-ft. tower, and increased power from 16 kw to a maximum 100 kw. The station says its fringe area was extended from 45 miles to 85-90 miles.

THE FIRST TWO to appear on Ch. 4 WTMJ-TV Milwaukee after the switch-over from Ch. 3 are Walter J. Damm (l), vice president-general manager of WTMJ-AM-TV, and Wisconsin Gov. Walter J. Kohler.

Intensive promotion preceded the channel change. During the switch-over broadcast a video tour of the transmitter building was conducted by George Comte, station manager, and Phillip B. Laeser, engineering chief. Signal for the change was given by Walter J. Damm, vice president-general manager for The Journal Co.'s radio and TV properties.

The first person seen on Ch. 4 was Wisconsin's Gov. Walter J. Kohler. Mr. Damm followed him on the air.

WFIL-TV Power Up to 100 kw

WFIL-TV Philadelphia this week will increase its effective radiated power to 100 kw visual, the first Philadelphia station with maximum power, according to Roger W. Clipp, general manager. Former ERP was 27 kw visual.

Henry E. Rhea, chief operations engineer for the *Philadelphia Inquirer* station, estimated the station's coverage would be increased from its former range of about 50 miles to more than 60 miles—an increase of 40% in the service area. The station is on vhf Ch. 6 and uses RCA transmitting equipment.

Sawyer to Extend TV Bid

CHARLES SAWYER, Ohio broadcaster and former Secretary of Commerce who is buying WCMI-AM-FM Ashland, Ky., subject to FCC approval [B•T, July 6], last week announced intention of filing for TV in that area, which embraces Huntington, W. Va., and Ironton as well as Ashland.

Mr. Sawyer owns WING Dayton, WIZE Springfield and WCOL Columbus, all Ohio.

Safety knows no season

"In the past, most highway safety promotion has been emphasized in the summer months. However, because of the increasing amount of driving in the winter months, in addition to slippery roads and other travel hazards, careful driving is an all-year-round responsibility. For that reason the safety theme will be one of our most consistent and heavily promoted messages."

STANLEY C. HOPE
President, Esso Standard Oil Company

The illustration above is appearing in hundreds of newspapers published in the area from Maine to Louisiana, where Esso Products are marketed. This advertisement was adapted from a design now being seen on thousands of outdoor poster panels.

Similar safety messages are constantly broadcast over radio and television for full and complete coverage. Even on Esso road maps, and other promotional material, safety slogans are being used to constantly remind the public of safe driving on the highways.

The promotion of safer driving has always been an important goal at Esso Standard Oil Company. During recent years Esso highway safety campaigns have been honored with the National Safety Council's Public Interest Citation, the Alfred P. Sloan Highway Safety Award and the Advertising Council's commendation for outstanding public service broadcasts.

This year, the new and greater emphasis on safe driving for Happy Motoring will be carried on throughout the year by Esso Standard Oil Company because "safety knows no season."

Esso ESSO STANDARD OIL COMPANY

CROSLEY NAMES SIX VICE PRESIDENTS

Figuring in Crosley Broadcasting Corp. promotions are Ward Quaal, Gil Kingsbury, H. P. Lasker, James Leonard, Bernard Musnik and Harry P. Albrecht.

APPOINTMENT of six Crosley Broadcasting Corp. officials as vice presidents was announced Wednesday by James D. Shouse, board chairman, and Robert E. Dunville, president.

Those promoted and their titles: Ward L. Quaal, vice president and assistant general manager; Gilbert W. Kingsbury, vice president in charge of public relations; H. P. Lasker, vice president in charge of WLWD (TV) Dayton; James Leonard, vice president in charge of WLWC (TV) Columbus; Bernard Musnik, vice president in charge of Crosley Broadcasting Sales' eastern division, New York, and Harry P. Albrecht, vice president in charge of Crosley Broadcasting Sales' central division, Chicago.

Mr. Quaal joined Crosley in August 1952. He had been director of Clear Channel Broadcasting Service, Washington, for three and a half years, during which time CCBS is said to have increased greatly its engineering and program service to members.

Mr. Kingsbury joined WLW Cincinnati in

Mr. Kingsbury

Mr. Quaal

1942 as assistant editor, was promoted to editor and later to head of WLW's Washington bureau. After acting as administrative assistant, first to the late Sen. Garrett Withers (D-Ky.) and then to Sen. Earle Clements (D-Ky.), he rejoined Crosley in July 1951 as administrative assistant to the president.

Mr. Lasker, born and educated in Europe, joined WLW as transportation advertising director and became successively WLWD (TV) sales manager and in 1950, general manager.

Mr. Leonard has been with Crosley since

Mr. Lasker

Mr. Leonard

1936, as program director of WSAI Cincinnati (formerly a Crosley outlet) and as m.c. and announcer on WLW programs. He was named station manager of WLWC (TV) in 1948.

Mr. Musnik has been with Crosley 13 years, first working with the company's international shortwave station two years until the station was turned over to the Office of War Information. He then joined the WLW sales staff and became Crosley's eastern sales manager in 1950.

Mr. Albrecht has headed WLW's sales office

Mr. Albrecht

Mr. Musnik

in Chicago seven years and previously spent 14 years handling sales work and campaigns for the Western United Gas & Electric Co.

Writer Sues KTTV (TV)

SUIT for $200,000, charging misappropriation of literary property, was filed in Los Angeles Superior Court July 9 against KTTV (TV) by writer David Manning. Plaintiff claims idea behind *Star Shoppers*, which station started telecasting on a five times weekly basis last March, is one he submitted on an audition record in 1951, titled *Shopping with the Stars*. He asks $100,000 actual and $100,000 punitive damages.

Rayburn Creates Scholarship

GENE RAYBURN, WNBC New York personality-disc jockey, who once was a member of the page and guide staff at NBC, still remembers his leaner days. He has created a scholarship for $300 during 1953-54 to assist members of the NBC page and guide staff in New York to enroll in Columbia U.'s School of General Studies or its School of Dramatic Arts, according to Erik Barnouw, assistant professor of dramatic arts in charge of courses in television, radio and films. A number of the university's television and radio courses have been given in cooperation with NBC for nine years.

KECA (TV)'s Wrestling Tussle

KECA (TV) Hollywood has won a temporary victory in a controversy over telecasting out-of-town wrestling matches on same night the local Olympic Auditorium has its mat card. The California State Athletic Commission gave San Diego promoter Hugh Nichols permission to change his wrestling dates to Wednesday nights until final decision is made July 29. Olympic Auditorium promoter Cal Eaton protested Nichols' date changes as illegal, also claiming KECA's telecasts would hurt his gate.

WDIX Now in 'Dixie'

FRANK B. BEST, general manager of the former WRNO Orangeburg, S. C., reports that station now has been assigned the call letters WDIX, which he says long have been sought by other southern stations. The station opened its day on the Fourth of July with the announcement that "this is WDIX—in Dixie" together with a rendition of the first few bars of the tune "Dixie." The letters formerly were assigned to a U. S. Navy ship, which was willing to release them, Mr. Best said. WDIX expects to go from 250 w to 5 kw day, 500 w night next Jan. 1.

KFMB Commentator Clears Man's Name

A RADIO crusade undertaken by Paul W. White, executive editor of KFMB-AM-TV San Diego, to clear the name of a man who was turned down for a job at the Naval Supply Depot on grounds he had sworn falsely that he had never belonged to a subversive organization, has resulted in a victory, Mr. White said last week.

Last Tuesday Mr. White, on his KFMB commentator program, *Speaking of San Diego*, told the story of musician Harrison J. Melhorn's application last November for a Civil Service job as musical instrument repairman at the depot.

After failing a physical examination for the job in January and correcting the condition with an operation he was told to report for work March 4, but upon reporting, according to Mr. White, he was told he had sworn falsely on his application that he never belonged to a subversive organization.

Mr. Melhorn filed a new application, demanded an investigation and was promised that one would be made, according to Mr. White, but months passed and nothing happened. Then Mr. Melhorn told his story to Hollywood ABC commentator Chet Huntley, who turned the matter over to Mr. White.

Mr. White wrote to the Navy, he says, and receiving no answer, put Mr. Melhorn's story on his KFMB program June 25, at the same time sending the information in a letter to Rear Admiral George R. Henderson, commandant of the 11th Naval District.

Admiral Henderson replied promptly, Mr. White said, and ordered an investigation June 29. The investigation was made and Mr. Melhorn's name was cleared in 15 days, Mr. White said.

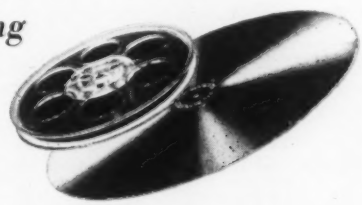
Mr. White drew this conclusion for listeners: "An American right has been at issue here and an American right has been upheld!"

WRUL's Latin America Output

WITH SUSPENSION of Voice of America broadcasts to Latin America, WRUL Boston, international station owned by Walter S. Lemmon, has almost doubled its output to that area, spokesmen said last week. They reported WRUL now is beaming 14 hours 45 minutes of programming to Latin America each week. A feature of last week's WRUL broadcasts was coverage, in a half-hour program, of the departure of hotel man Conrad Hilton and entourage for the opening of the Hotel Castellano Hilton in Madrid. The broadcast orignated at Idlewild Airport.

for the
FINEST
in recorded sound

America's leading phonograph record manufacturers use audiotape* for the original sound and audiodiscs* for the master recording



No one listens to recorded sound with a more critical ear than the professional recordists who make America's finest phonograph records. Here there can be no compromise with quality.

That's why it's significant that so many of them repeatedly specify Audiotape and Audiodiscs to meet their most exacting requirements. For example, it was found that 29 of the 30 best selling records of 1952 were made from Audiodisc masters. And over 43% were first recorded on Audiotape before being transferred to the master discs.

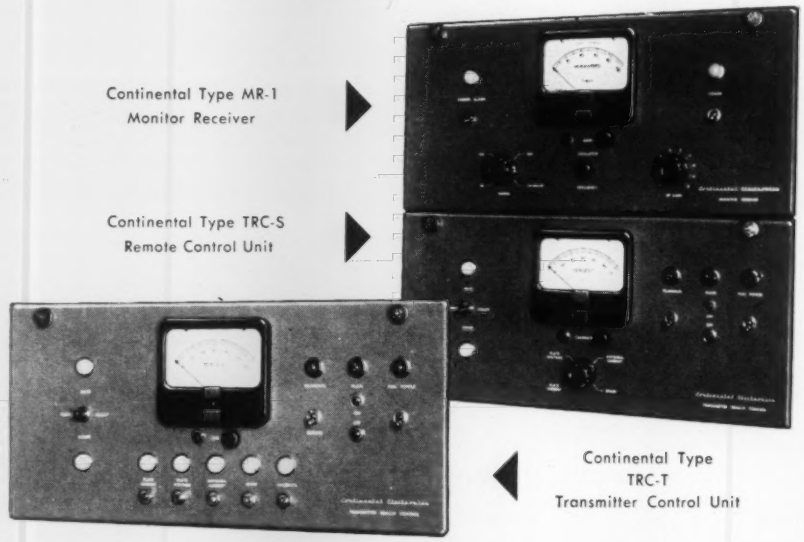
Remember – you get this same superlative sound by using Audiotape and Audiodiscs in *your* recording work.

AUDIO DEVICES, Inc.
444 MADISON AVE., NEW YORK 22, N. Y.
Export Dept.: 13 East 40th St., New York 16, N. Y.
Cables "ARLAB"

audiodiscs
audiotape
audiofilm
audiopoints

℗ The exclusive trade-mark of Columbia Long Playing Records – Reg. U.S. Pat. Off.
** Trade Mark. Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris*

3 units complete...only $2800



- Positive ON and OFF control — simple installation on any transmitter.
- Automatic protection for rectifier tubes through time delay ON and OFF controls of transmitter filaments and plate supply.
- Permits raising or lowering output transmitter power by operation of reversible motor control.
- Extra switching for power change, tower lights, auxiliary transmitter, etc.
- Indicates transmitter overloads and locks out plate voltage if overload continues.

Now...cut AM & FM operating costs with *Continental* REMOTE TRANSMITTER CONTROL EQUIPMENT ...via Graybar

Even the smallest station can afford to install this new Continental remote transmitter control system. Moderately priced to begin with, it quickly pays for itself after installation. You no longer require a full-time transmitter-site staff—you can perform all operating, metering, and monitoring functions right from your own studio or other convenient control point.

Check the money-saving features of this new Continental equipment for yourself — for full particulars, call your nearby Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.*

363-17

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR — via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

EVERYTHING ELECTRICAL

to Keep You on the Air

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are conveniently located in the following 21 cities.

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6452
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7282
MINNEAPOLIS
L. S. Sellner, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
ROCHESTER
A. E. Byers, Baker 7700
ST. LOUIS
J. P. Lenkerd, Newstead 4700
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123

A Few of Our Leading Supplier-Manufacturers– Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Prodelin • Rek-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting –Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

IDEALLY SUITED TO REMOTE CONTROL OPERATION

...The *Continental* Type 315 5000 WATT AM TRANSMITTER...

Remote Control operation emphasizes the need for utmost reliability in transmitter performance. The extra quality built into the conservative design of this sturdy, extremely stable transmitter is your assurance of trouble-free, unattended operation.

The unusual stability of operation attained in the Continental Type 315 Transmitter results from the use of vacuum capacitors and special ceramic coil forms in all RF circuits. All components are conservatively rated.

For 10 KW operation, Continental also offers Type 316 Transmitter with identical features and performance.

Your best bet for REMOTE CONTROL.....

When planning a new station or the modernization of your present facilities, for radio broadcasting at its best, specify a complete Continental installation—of both Transmitter and Transmitter Remote Control Equipment. It will bring you greater convenience...reliability...and economy.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Phone EVergreen 1137 Dallas 17, Texas

Distributed by *GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

ALIGHTING from St. Louis *Post-Dispatch* KSD-AM-TV plane after a flight over the St. Louis area during a visit there to study that market are members of NBC Spot Sales, which will represent the stations nationally effective Oct. 1. L to r, on ground, Dick Close and Joe O'Hara, New York; Dave Pasternak, KSD promotion director; Harry Simmons, Chicago, and Jacques Biraben, New York. On steps, from front, Dick Hayes (I) and Bill Buschgen, New York; Paul Mensing, Chicago; Bill Davidson and Caroline Herbert, New York; and Dave Frame (I), co-pilot, and John Matthers, pilot.

County Commissioners Ban WDSR Tape Pickups

TAPE-RECORDED pickups of sessions of the Board of Columbia County Commissioners over WDSR Lake City, Fla., have been banned by the board except by specific invitation. WDSR had covered the last five meetings of the board.

Mayor-Commissioner Murray Hagan said that, on the other hand, the city commissioners welcome radio "as an excellent means of more fully informing the public in all city affairs. All of our city commission meetings are a matter of public record and any matters discussed and any actions taken at these meetings concern the welfare of our citizens and are our citizens' business."

KING-TV Offers Tower Plan

WHICHEVER of the three applicants for vhf Ch. 7 at Seattle wins FCC approval will be able to share the new TV tower of KING-TV there, operating on vhf Ch. 5, it was announced last week by Otto P. Brandt, vice president and general manager. KING-TV's new tower, which will be 1,000 ft. above sea level, is being built adjacent to the station's present tower on Queen Anne Hill and by September will be put into use, along with a new transmitter, he said. KOMO-TV, new Ch. 4 permittee, will locate elsewhere. Ch. 7 contestants are KXA, KIRO and KVI, all Seattle.

Charlotte Construction

PLANS for a $2.75 million office building in Charlotte, N. C., have been announced by Jefferson Standard Life Insurance Co., parent company of Jefferson Standard Broadcasting Co., licensee of WBT WBTV (TV) Charlotte and WBIG Greensboro.

Joseph M. Bryan, JSBC president, is first vice president of JSLIC, which has home offices in Greensboro. The building will house the insurance company's Charlotte branch.

WMT-TV at 600 & #2

WMT-TV Cedar Rapids now has its address at 600 Old Marion Road NE, that city, the same number as its AM frequency, and also secured the number 602, so that it now writes its address 600 & #2, the latter number the same as its TV Ch. 2. The station does not use this address for its mail or telephone calls, however, but receives these at the Paramount Theatre Bldg.

WQXR Sales Up 10%

A 10% INCREASE in radio time sales at WQXR New York for the first six months of this year as compared with the same period of 1952 was reported last week by Norman S. McGee, vice president in charge of sales for the station. He added that fewer sponsors are taking a summer hiatus this year, and that many advertisers are contracting for September air time earlier than usual and in larger volume than in previous years.

WEAW-FM Expands, Adds AM Affiliate

LOCAL nighttime FM advertisers on WEAW-FM Evanston, Ill., will receive an added "bonus" about Aug. 1 when the licensee North Shore Broadcasting Co. invades AM broadcasting.

Tower has been erected and consulting engineer for the company has been making directional antenna tests near Beloit, Wis., according to Ed Wheeler, WEAW-FM president. Walter F. Kean, Riverside, Ill., is engineer for the station. Tower will be located alongside the AM structure.

Mr. Wheeler describes the new AM affiliate as an "expansion of the FM operation," noting the financial success of the latter made the AM investment possible.

Nighttime FM sponsors will get the daytime AM audience for one and the same rate, with AM fare duplicated on tape for nighttime use. WEAW-FM daytime programming will remain separate. Advertisers will receive a better buy than offered by stations which merely duplicate all AM shows, Mr. Wheeler feels.

WEAW has been authorized to operate with 500 w on 1330 kc from 6 a.m. to sunset. WEAW-FM will continue from 6 a.m. to 11 p.m. FCC announced the grant May 26 [B•T, June 8].

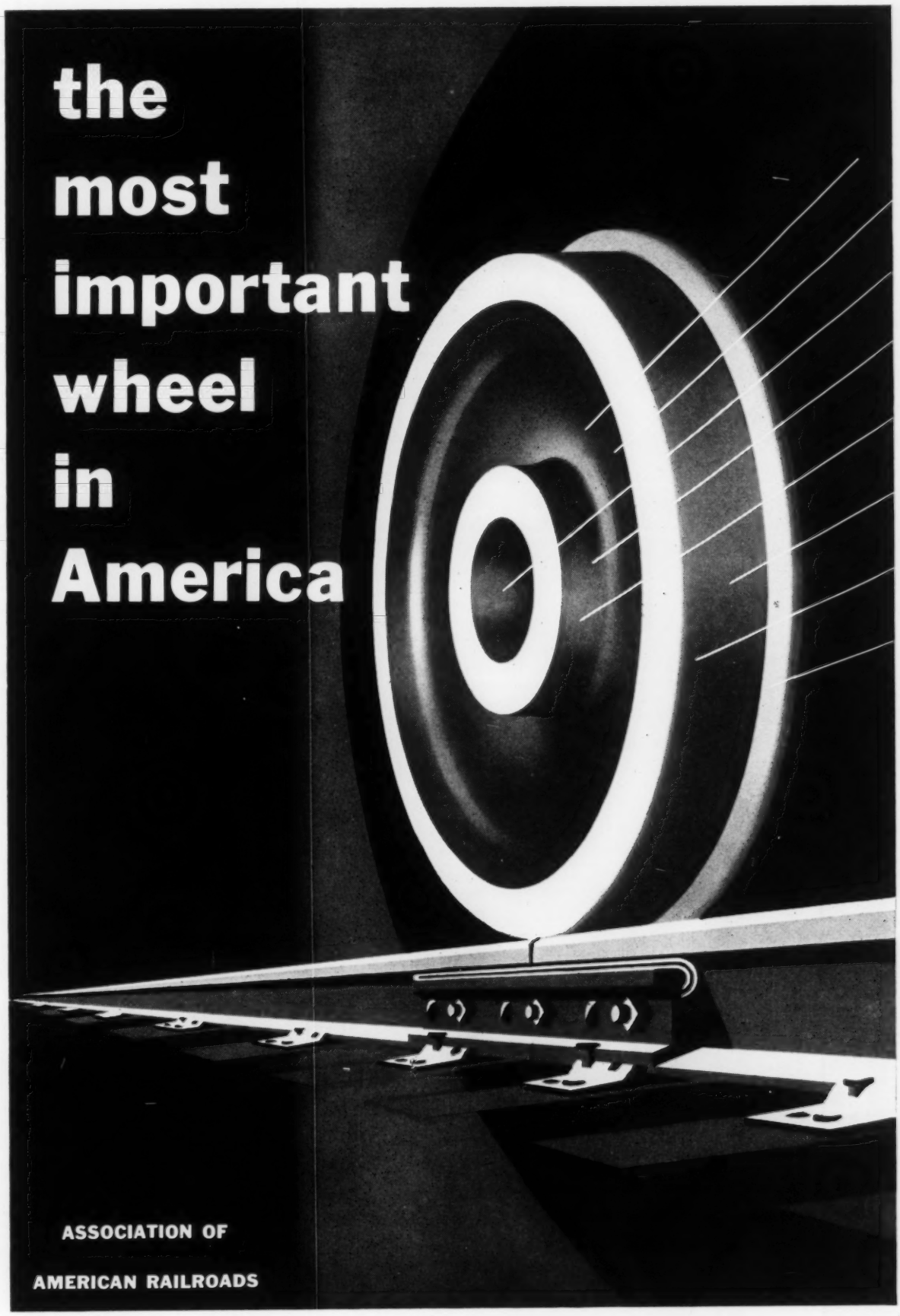
WIP 1953 Sales Up 9%

WIP Philadelphia was reported last week by Benedict Gimbel Jr., president and general manager, to have increased local and national sales for 1953's first four months 9% over those for that period of 1952 and 14.5% over those for the 1951 period. Mr. Gimbel said the record is "particularly significant, since in 1952 we enjoyed the greatest time sales in the station's 31-year history."

WJR's Six Month Sales Total

WJR Detroit President John F. Patt last week said his station registered sales of $1,617,817 for the first half of 1953, as against $1,670,366 for the comparable 1952 period. Net profit after income tax provisions was $260,213, compared with $230,161 for that period in 1952. Net earnings per share: 1953, 50 cents; 1952, 44 cents.

GEORGE JESSEL, ABC-TV's "goodwill ambassador," headed the list of guests visiting KBTV (TV) Denver's new $500,000 studios officially opened July 11 [B•T, July 13]. With Mr. Jessel at the opening were (l to r): Max Goldberg, KBTV director; Joe Flood, Denver radio personality; Mr. Jessel; Gail Ireland, Denver attorney and KBTV director; T. C. Ekrem, KBTV secretary-treasurer; John McEwen, president of Garden Farms Dairy, Wichita, and KBTV director, and Joe Herold, KBTV station manager.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Sampson Leaves KXO, Takes Over for BCA

RICHARD T. (DICK) SAMPSON, manager, KXO El Centro, Calif., has resigned to become general manager of the Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KRPO Brawley, KYOR Blythe) and is headquartered at Riverside.

Mr. Sampson

He succeeds Fred E. Carr, who was appointed the new trustee of BCA by bankruptcy referee David Head last month [B•T, July 6]. Mr. Carr replaced William B. Ross, Los Angeles agency head, who resigned after operating the BCA stations under trusteeship since January 1952.

Mrs. Belle Hovey takes over Mr. Sampson's former duties as KXO manager.

WHAS Sets Rate Card #12

RATE CARD NO. 12 for WHAS Louisville was announced last Wednesday, effective immediately, by station manager Neil Cline. The changes: The 6:30-7 a.m. period, increased from $75 to $100, becoming part of the former Class B period (now from 6:30 a.m. to 6 p.m.); the one-time minute announcement between 6:30-9 a.m., now $47.50, and from 9 a.m. to 6 p.m., now $42.50. Mr. Cline states these are not for chainbreak announcements.

Keating Takes New Quarters

JOHN KEATING Inc., Seattle, has moved to new quarters which include "the most complete radio and television studio on the West Coast, outside of Los Angeles," Don Motter, owner, announced last week. The expanded facilities were designed by Lyle Thompson, Keating's chief engineer, and are located in the 1426 5th Ave. Bldg.

The firm represents 37 radio and five independent TV stations in Washington, Oregon and Idaho.

REPRESENTATIVE APPOINTMENTS

KELO-AM-TV Sioux Falls, S. Dak., appoints Bulmer & Johnson Inc. as Minnesota representatives.

WDLA Walton, N. Y., appoints William G. Rambeau Co. as national representative, effective immediately.

WTUX Wilmington, Del., appoints Indie Sales Inc., N. Y., as national representative.

KGST Fresno, Calif., appoints William G. Rambeau Co., as have **KSJO** San Jose, **KBOX** Modesto and **KHUB** Watsonville, Calif.

WTRF-AM-FM-TV Wheeling (W. Va.)-Bellaire (Ohio) appoint George P. Hollingbery Co., national representative, effective July 1.

MBS AFFILIATES OFFERED 'REVOLUTIONARY' POLICY

The network and its affiliates advisory group draft a plan which would : (1) Limit Mutual to five hours option time daily and (2) pay affiliates in programs rather than cash.

MUTUAL bared to its affiliates Friday the details of proposed policy changes [B•T, July 13, 6] which officials said can change "the nature of radio broadcasting coast-to-coast."

Needing approval of virtually all of the network's 375 "pay" affiliates by Aug. 1 in order to become operative by the October target date, the proposal encompasses "revolutionary new concepts" of network option time and of payment to affiliates. Essentially, these are:

- Mutual would cut the amount of time it can option from affiliates to an average of five hours a day (as compared to nine now).
- The affiliates would be paid in programs for local sale rather than in money, taking no pay for network commercial shows placed in network option time but getting—in other periods—14 hours per week of "highest calibre" free programs for local or national spot sale.

'Typical Affiliate' Would Gain

Officials said "the typical Mutual affiliate" stands to gain more than his present network payments from the sale of only two additional half-hours of the total 14 weekly free hours which Mutual would provide under the plan.

The proposal was outlined to the network's 565 affiliates by President and Board Chairman Thomas F. O'Neil—who called it "Mutual's answer to what radio stations and radio advertisers and radio listeners seem to be needing today"—and Station Relations Vice President E. M. (Pete) Johnson in a conference call Friday. Further details were put into the mails to all affiliates.

Eleven of the 12 Mutual Affiliates Advisory Committee members who attended the Cape Cod meeting where the plan was developed late last month backed the proposal in brief recorded statements also presented during the conference call. [The other MAAC member at Cape Cod, Fred Fletcher of WRAL Raleigh, did not participate in the conference call because he was on vacation, MBS officials said.]

Presenting President O'Neil on the conference call, Mr. Johnson noted that the plan could mark the "biggest turning point" in the history of the network and of the stations individually —could change "the whole future" of the stations' profits locally as well as the nature of radio broadcasting itself.

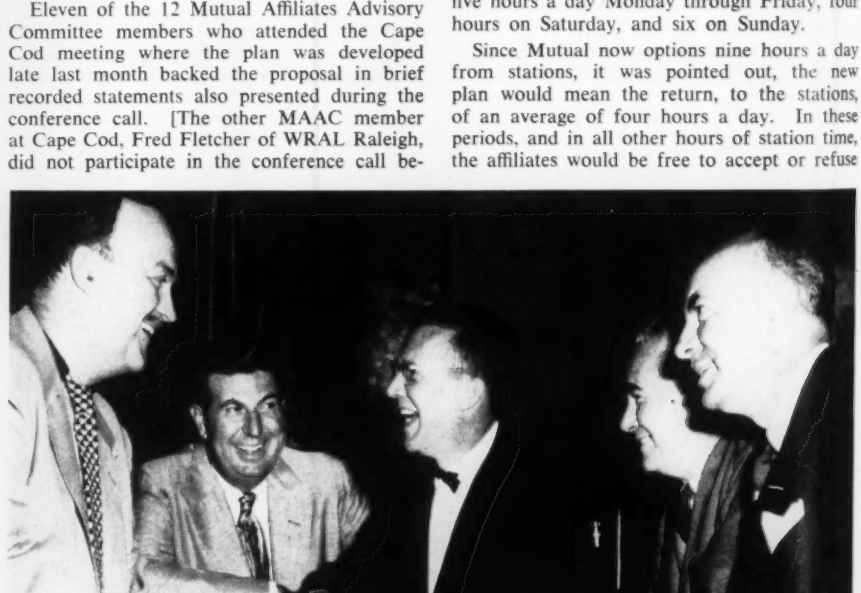
Bonus Stations Studied

Mr. Johnson also disclosed that, while the current plan is directed at the pay stations, Mutual also proposed to work up a "comparable announcement" for the bonus outlets "as soon as possible."

President O'Neil said that under the new plan, Mutual would concentrate both its network programming and its network selling in the new option-time periods and that affiliates would be expected to carry without pay all programs furnished by Mutual during these option hours, whether they are commercial or sustaining. Mutual would retain the right to sell all segments within these hours except the customary 30-second station breaks on the hour and half-hour. If Mutual should sell time outside of the option periods, the net receipts from such sales would be turned over to the stations, less a 15% "selling commission."

Exact periods which would be designated as option time were not revealed in the conference call, but it was understood that they would include morning, afternoon, and evening hours, and would total approximately five hours a day Monday through Friday, four hours on Saturday, and six on Sunday.

Since Mutual now options nine hours a day from stations, it was pointed out, the new plan would mean the return, to the stations, of an average of four hours a day. In these periods, and in all other hours of station time, the affiliates would be free to accept or refuse



SPECULATION continues in Chicago that ABC's *Breakfast Club* might become an occasional simulcast feature this fall in view of the 20th anniversary ABC radio-TV broadcast last month. Discussion first cropped up during this informal conversation among network, agency and talent representatives following the program. (L to r): Savington Crampton, radio-TV director, Hutchins Advertising Agency, which handles account of Philco Corp., one of program's sponsors; Don McNeill, *Breakfast Club* m.c.; Ralph Bergsten, vice president and general manager of McNeill Enterprises Inc.; Alexander (Sandy) Stronach, vice president in charge of ABC-TV, and James L. Stirton, dir. of ABC Central Div. TV opns.

any commercial, sustaining, or co-op show offered by Mutual.

Mr. O'Neil said affiliates and their sponsors would thus be guaranteed "the profitable use of an average of four uninterrupted hours of choice local time, never before possible on network stations."

Programming Pool

The money "saved" on station compensation, under the proposal, would go into a "giant programming pool," Mr. O'Neil asserted. The 14 hours per week of "highest calibre" programs which Mutual would furnish free to stations for local sale would be, he said, in addition to the network's present co-op features.

Though he noted that changes might develop in the lineup by October, he said that Mutual planned, for instance, to feed daily a block of six five-minute shows, *Spotlight Parade* featuring Fred Robbins, Duncan Hines, Al Helfer, David Ross, Senator Ford, and Arlene Francis and Bill Cullen. These five-minute shows would be available for local sale and could be inserted in the station's schedule at whatever periods "that will do you the most good."

Three news strips also are planned, featuring Frank Singiser, H. R. Baukhage, and Ed Pettitt—also for local sale—and *Lucky U Ranch* is slated to return as a free co-op. The Three Suns and a star girl vocalist are slated for an evening quarter-hour strip, and "high-grade" mystery and dramatic shows are scheduled for 8:30 p.m. Monday through Friday, also for local sale. In the latter group, those set or in negotiation were said to include George Sanders in *High Adventure*, Basil Rathbone in *Bulldog Drummond*, Peter Lorre in *Nightmare*, and Madeleine Carroll in *Four-Star Theatre*.

The rest of the free programs, Mr. O'Neil said, will be carried on Sunday afternoon. These include *Mr. District Attorney* and *The Shadow*, which he told affiliates are "known to every prospective sponsor in your market." (*The Shadow* has been sponsored in part by Wildroot, which took summer hiatus and does not plan to return to that show in the fall.)

Mr. O'Neil assured affiliates that they can sell these free programs because, he said, they include every successful format in radio.

Further, he said:

"Other stations in your area will feel the impact of your new lineup because programs of this character cannot be duplicated locally or purchased on a syndicated basis except at tremendous cost. Advertisers will want these programs for all these reasons and because the wide variety of time segments available makes it possible to select a feature that matches available advertising dollars.

Never Before

"Never . . . anywhere . . . has the local or national spot advertiser been offered the variety of top programs or flexibility of scheduling which you can offer when this new plan gets underway."

Noting that the "typical" MBS affiliate can gain more than his present network payments by selling only two additional half-hours of the 14 hours to be provided free by Mutual, Mr. O'Neil admonished the stations that "the margin by which you top that par is a question between you and your sales department."

Although the plan calls for Mutual to program an average of five hours a day of network time and an average of two hours a day of "free" programs for local sale, a total averaging seven hours a day, officials said there was

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TO MAKE SURE the new Image Orthicon you buy is "factory-fresh," RCA now seals each 5820 for replacement use in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that no hand has touched your tube since it left the RCA factory. *You are the first to use it.*

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no thought of cutting down Mutual's overall total of approximately 16 hours of daily programming.

The plan provides for five specific special events broadcasts per year, "traditionally" carried by Mutual, to be continued as network features whether carried in network or station time. These are the World Series, the All-Star Baseball Game, All-Star Football Game, and the East-West and Blue-Gray Football Games.

MAAC's Request Started It

Mr. O'Neil explained at the outset that the plan was devised at MAAC's request, originally made last October, that ways be worked out whereby the network and affiliates together could achieve two principal goals: Assure each affiliate of a larger share of its "biggest profit dollar," which he said is in business from local and national spot advertisers, and to insure the long-term stability of the network.

It was MAAC's suggestion, Mr. O'Neil said, that the network spare neither effort nor tradition in undertaking to adapt network procedures "to the realistic picture of radio today—and tomorrow." Management worked up two plans, submitted them to MAAC at the Cape Cod meeting, and out of these the current proposal was developed.

It was agreed all along, he said, that a station's big advantage in a Mutual affiliation lay in its access to topflight network programming for integration into local schedules, rather than in "its relatively minor revenue" for network time sales. Accordingly, the objective was to provide better programs, make more hours available for local sale, and lower the cost of providing such improved service, he asserted, calling it the first time in history that a radio network was getting itself geared to the practical needs of its affiliates.

Want Approval By Aug. 1

Mr. O'Neil called upon the stations to get written approval of the plan back to the network by Aug. 1. He said he was confident the proposals would work to the benefit of both Mutual and its affiliates, but only if all hands supported it 100 per cent.

Virtually all MAAC members supported the project in recorded statements presented on the conference call.

Retiring MAAC Chairman John Cleghorn of WHBQ Memphis said it was worked out after MAAC members suggested that "the current type of network operation did not seem destined to survive indefinitely with changing conditions in the industry." Although affiliates will be "giving up a lot," he said, "some of us feel that we may be gaining a proportionate advantage," and "we will recommend full and favorable consideration of the plan. . . ."

Gene Cagle, KFJZ Fort Worth, voiced belief that "the stations of Mutual will be better off financially under the new proposed affiliation plan than they have ever been." He estimated that the average affiliate receives about "one time its hour rate per week from Mutual, but suffers a great deal more than this by having to displace local advertisers in not having its time firm for sale."

Can Restrict The Network

The new plan's big advantage to the affiliate, he said, "is being able to restrict the network to the five hours per day and having all the other time available for money-making purposes. I think the plan will help the network materially also since it will have firm programming and universal clearance." Having network programs for sale locally at no talent charge is "an extra plus that can be turned into dollars," he added.

John Laux, WSTV Steubenville, called on affiliates to provide clearance for the necessary option hours so that Mutual can secure the needed revenue to "carry on its improved program ideas." He said he was convinced the plan is "the best . . . presented by any network" and one that is both a "practical and feasible solution" to the network's problems.

Rex Howell, KFXJ Grand Junction, Colo., termed the plan "a radical departure from the old concept of network service." He said it would provide MBS affiliates with "a new plus, because Mutual dares to be different."

Boosts Nighttime Position

The proposal was praised by Jack Younts, WEEB Southern Pines, N. C., as one that would improve program structure and offer "top-notch co-ops for sale with no talent charge" to stations. He added: "It will place nighttime stations in a position to program strongly and earn higher ratings against competitive networks and regain any audience lost to television."

Victor C. Diehm, WAZL Hazleton, expressed approval of the plan and paid tribute to Mr. O'Neil for his efforts on behalf of Mutual affiliates. He said the plan would permit stations to "go out and sell some worthwhile shows and wind up with much more money than we did before."

George Hatch, KALL Salt Lake City, said of the plan: "First, it will fix network programs in a limited five-hour period daily and allow stations to develop long-range profitable local and national spot programming in all other hours. Second, affiliates will make more from local sale of 14 hours of weekly free co-ops than they previously were paid for MBS commercials. Third, MBS programs will now be greatly improved since the program budget will be concentrated on fixed times and fixed shows with regular 52-week staple programming."

In endorsing the plan, Hugh O. Potter, WOMI Owensboro, Ky., asserted that affiliates value the Mutual network for the programs and co-ops it makes available, rather than for the network revenue it provides. He noted that the plan is designed to give stations better programs, additional co-ops of a type not previously available, and a reduction in network option time.

E. J. McKellar, KVOX Moorhead, Minn., described the proposal as "a step in the right direction," meaning, he said, "more profits for the station, plus having the prestige of being part of a network system."

Could Always Reconsider

"If in due time," he continued, "we find it is not what we want, knowing Mutual as I do, I am sure they will be glad to sit down with us again and make such changes as will be necessary to make it a profitable and working agreement to the advantage of both the affiliates and Mutual."

J. Porter Smith, WGRC Louisville, pointed out that the plan represented a compromise of two proposals submitted to MAAC. He said it was the consensus of the members that the compromise plan would benefit both the metropolitan and smaller market stations. Calling it "a good deal," he urged its adoption.

Wendell Mayes, KBWD Brownwood, Tex., also endorsed the proposal.

DUMONT NETWORK APPOINTS FOUR IN TOP MANAGEMENT REALIGNMENT

In shuffling of important executive posts for network activity step-up, Donald McGannon is named assistant broadcasting director, Ted Bergmann becomes general manager, William Martin joins DTN as sales director and John Bachem is appointed national sales director.

REALIGNMENT of three top executive posts and the addition of a sales management executive were announced last week by Chris J. Witting, managing director of the DuMont TV Network.

Under these developments, said to be prompted by a "sharp step-up in general network activity," Donald H. McGannon, administrative assistant to Mr. Witting since February 1952, has been named assistant managing director of broadcasting. Among other duties, he will maintain general supervision of DuMont's owned and operated stations.

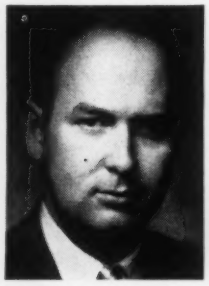
Mr. McGannon is a member of the New York and Connecticut bars. Before joining DuMont, he practiced law in Norwalk, Conn. He was graduated from Fordham U.'s law school in 1946.

Other changes include appointments of Ted Bergmann, sales director, as general manager of the network; William G. Martin, Lennen & Newell agency vice president, as sales director, and John H. Bachem, assistant sales director, as national sales director.

Mr. Bergmann has been a member and executive of the DuMont's sales department since 1947. He was appointed sales director two years ago and is credited with guiding negotiations for many national accounts, including Procter & Gamble, Westinghouse and General Foods.

Mr. Martin began his broadcasting career with NBC in 1935 in the promotion and publicity department, later serving in both spot and network sales. From 1947 to 1950 he was with William Esty agency as business manager of radio.

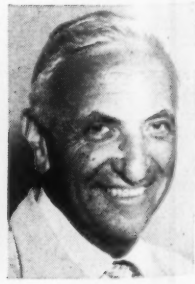
Mr. Bachem, who has more than 30 years of sales and advertising experience, joined DuMont in 1949. He also has held various sales positions at CBS and NBC.



Mr. McGannon

Mr. Bergmann

Mr. Martin



Mr. Bachem

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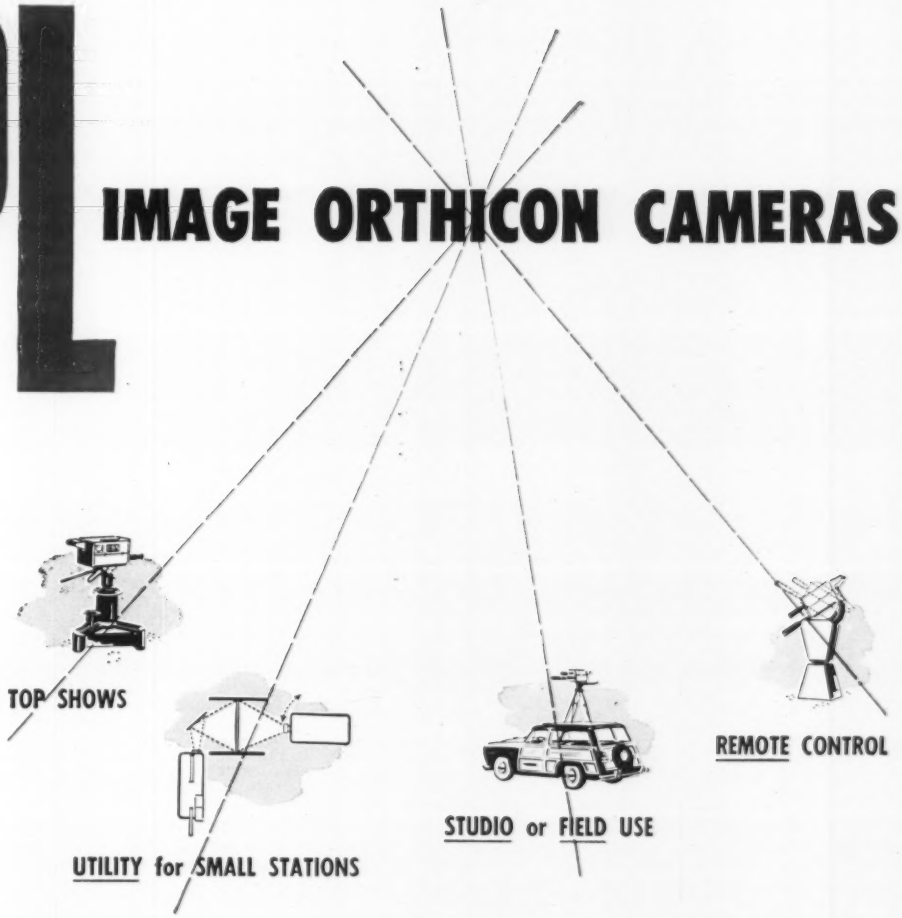

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U.S. Steel to Sponsor 'Theatre' on ABC-TV

AFTER many weeks of negotiation with the ABC, CBS and NBC television networks, United States Steel signed last week with ABC-TV for the alternate Tuesday night 9:30-10:30 p.m. period on that network. Program is to be called *U.S. Steel Theatre*. It will follow the new Danny Thomas show, sponsored by American Tobacco Co. (9-9:30 p.m.) on the same network. Both U.S. Steel and American Tobacco are handled by BBDO, New York.

MacDonald to Supervise

The TV show will be produced by the Theatre Guild under the direct supervision of J. Carlisle MacDonald, assistant to the chairman of the board of U. S. Steel. An October starting date is planned. It is expected that another hour-long dramatic show will alternate with *U.S. Steel Theatre*.

The *U.S. Steel Theatre* radio show on NBC, which went off the air June 7, will not be resumed next season.

Service to Networks, Stations Outlined in Bell System Report

GROWTH of the Bell System's television network service from 900 miles of TV channels interconnecting five cities along the Eastern Seaboard to the present 35,000 miles of radio relay and coaxial cables providing service to 140 TV stations in 93 cities throughout the nation was stressed in an announcement last week by Cleo F. Craig, AT&T president.

He also noted that additional facilities which will substantially enlarge the network, are now being built.

Total income for the Bell System, including AT&T, for the 12 months ended May 31 was reported as $562,617,596 as against $504,913,400 for the same period ended May 31, 1952. Net income for the periods was said to be $445,251,055 this year as compared with $388,311,840 last year.

Weiss Estate Left to Widow

WILL of Lewis Allen Weiss, 60, former Mutual Broadcasting System board chairman, admitted to probate in Los Angeles by Superior Judge John Gee Clark, left his entire $250,000 estate to his widow, Mrs. Sue C. Weiss of Beverly Hills.

Long associated with Don Lee Broadcasting System as general manager and vice president before his retirement from the broadcasting industry, Mr. Weiss died June 15 of a self-inflicted bullet wound. He had been in ill health [B•T, June 22].

WEMP to Feed 'Packers' Tilts

GREEN BAY PACKERS football broadcasts this fall will be originated by WEMP-AM-FM Milwaukee. A network of 28 Wisconsin and two Minnesota stations will be fed the games, for which Earl Gillespie, WEMP sports director, will do the play-by-play. Tony Flynn, WJPG Green Bay, will assist him. WEMP also originates the Milwaukee Braves baseball broadcasts.

NBC Signs Chevillat, Singer

SIGNING of comedy writers Dick Chevillat and Ray Singer to contracts with NBC, was announced by Charles C. Barry, NBC vice president in charge of network programs. For the past six years, they have been writers of the *Phil Harris-Alice Faye* show on NBC radio. In their new positions, they will serve as creators, writers and producers of new programs for NBC, of which the first will be *This Is Living*, TV show planned for production next month.

18 NBC-TV Shows Booked On Norfolk's WVEC-TV

ADVERTISERS on 18 major NBC programs have booked their shows to appear on WVEC-TV Norfolk, NBC television outlet scheduled to go on the air on uhf Ch. 15 Sept. 19, the network announced last week. WVEC-TV as an NBC affiliate, is the replacement for WTAR-TV Norfolk, which is switching to CBS-TV.

NBC-TV programs ordered for WVEC-TV include *Colgate Comedy Hour, Your Hit Parade, Ethel and Albert, Your Show of Shows, Philco Television Playhouse, Goodyear Television Playhouse, Mr. Peepers, Robert Montgomery Presents, Voice of Firestone, Gabby Hayes, On the Line With Considine, Greatest Fights of the Century, Dragnet, Hallmark Hall of Fame, I Married Joan, The Goldbergs, The RCA Victor Show and Roy Rogers.*

WVEC-TV has opened offices and display rooms in the Seldon Arcade where the public may visit to learn about uhf operations from station salesmen and other personnel. Television sets and television cameras have been set up in the office space and in dealers' showrooms throughout the Norfolk area.

The space in the Seldon Arcade is said to be in addition to the station's new studios and offices which will be opened officially at a later date.

Penn Grid Network Planned

FORMATION of a University of Pennsylvania Football Radio Network, to feed 1953 season games to stations in the Mid-Atlantic area, has been announced by WFIL Philadelphia, which will originate the play-by-plays. Schedule calls for Penn's eight home games and one away game, plus a tenth contest Nov. 21 between two other schools to be announced later. Lineup of stations for the network has not been finalized.

'Stern' Co-op Sales Grow

ISSAC D. HIRSCH Co., Savannah, Ga., distributor for Budweiser beer, is latest to sign for cooperative show *Bill Stern Sports Review* (NBC radio, Mon., 6:15-30 p.m.). Other beer sponsors are Fitger's Brewing Co., Duluth; Hudepohl Brewing Co., Cincinnati; Anheuser-Busch, Salt Lake City; Tennessee Brewing Co., Memphis; Jos. G. Maloof, Albuquerque, and State Distributing Co., Selma, Ala.

Marx to NARTB Advisory Unit

FRANK MARX, vice president of ABC, has been named a member of the NARTB Engineering Advisory Committee, formed a fortnight ago by NARTB President Harold E. Fellows [B•T, July 13]. Raymond F. Guy, NBC, is committee chairman.

Pro Grid Slate on DuMont Announced by Westinghouse

SCHEDULE of National Football League football games on the DuMont TV Network this fall, under sponsorship of Westinghouse Electric Corp., was announced last week by J. M. McKibbin, Westinghouse consumer products vice president.

The series, Oct. 3 through Dec. 13, will be seen in virtually every TV area. Sunday afternoon games will be broadcast to some 45 markets where pro football telecasts have not been available in the past, while Saturday night games will be sent into 20 to 25 cities where local sponsors are telecasting other pro teams on Sunday afternoons.

The West Coast schedule remains to be completed. Otherwise, the plans stand as follows, with the Oct. 4 games listed as "tentative" because of potential conflict with World Series baseball.

Sat., Oct. 3, New York at Pittsburgh; Sun., Oct. 4, Cleveland at Chicago Cardinals (tentative); Sat., Oct. 10, Philadelphia at Cleveland; Sun., Oct. 11, San Francisco at Detroit; Sat., Oct. 17, Pittsburgh at Philadelphia; Sun., Oct. 18, Los Angeles at Detroit; Sat., Oct. 24, Green Bay at Pittsburgh; Sun., Oct. 25, Cleveland at New York; Sat., Oct. 31, Green Bay at Baltimore.

Sun., Nov. 1, New York at Chicago Cardinals; Sat., Nov. 7, Baltimore at Detroit; Sun., Nov. 8, Green Bay at Chicago Bears; Sun., Nov. 15, San Francisco at Cleveland; Sat., Nov. 21, Chicago Cardinals at Philadelphia; Sun., Nov. 22, Cleveland at Pittsburgh; Sun., Nov. 29, Los Angeles at Chicago Bears.

Sat., Dec. 5, Baltimore at Los Angeles; Sun., Dec. 6, Chicago Bears at Detroit; Sat., Dec. 12, Green Bay at Los Angeles; Sun., Dec. 13, Cleveland at Philadelphia.

Don Lee Inc. Wins Case in Tax Court

ACTION of the Internal Revenue Dept. to collect additional income taxes allegedly owed by Don Lee Inc. and its successor corporation, Thomas S. Lee Enterprises Inc., has been reversed in U. S. Tax Court.

The court held that the Collector of Internal Revenue erred in assessing $327,058.74 as penalty taxes against Don Lee net profits of $878,867.26 after taxes for the year 1946.

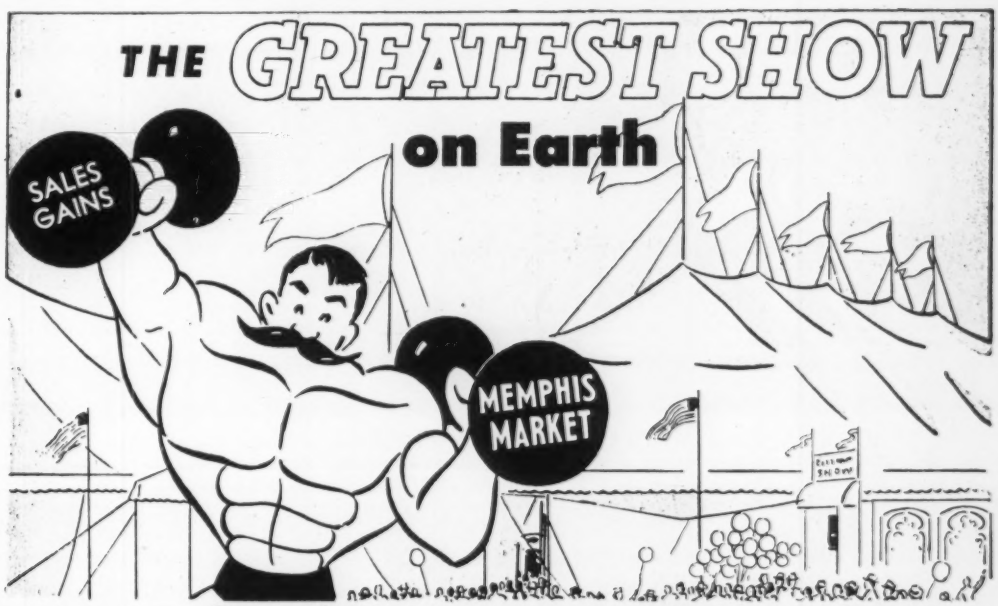
The government also sought more than $1 million in penalty taxes for the years 1947-48-49. These claims were settled on a 25% basis of the demands.

WTOK-TV Joins CBS-TV

WTOK-TV Meridian, Miss., will join CBS-TV Sept. 27 as a primary, non-interconnected affiliate, Herbert V. Akerberg, vice president in charge of station relations for the network, announced Thursday. The station, which will operate on Ch. 11, is owned and operated by Southern Television Corp. Robert F. Wright is president and general manager.

WDLP Joins NBC

WDLP Panama City, Fla., will affiliate with NBC Aug. 13, Harry Bannister, NBC vice president in charge of station relations, announced last week. WDLP, 1 kw on 590 kc, is owned by Panama City Broadcasting Co. John H. Perry Jr. is president and Cecil Kelley general manager.



IN the **South's Largest Market Area**

Covered by Memphis No. 1 Station

It's a powerful market (The Memphis Market is comprised of 76 rich counties with a buying potential of over $2 Billion) covered by a powerful station (WREC delivers the "better half" of both the rural and metropolitan listeners in this rich market with a single schedule). Ask your Katz man to show you the latest Standard Audit & Measurement Reports and Hooper Ratings for proof that WREC power, engineering, and high quality programming pay off in listeners. And, WREC prestige adds impetus to buying, too! Cost??? 10% LESS, per thousand listeners, than in 1946!

WREC **MEMPHIS NO. 1 STATION**

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO 600 KC, 5000 WATTS

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

IDEAL ANTENNA LOCATION AND DESIGN GIVE WEEU-TV "EXCELLENT COVERAGE"

New Reading, Pa., Station Concentrates On Primary Market—Plans Expansion!

Thomas E. Martin
Executive Vice President
Hawley Broadcasting Co.

WEEU-TV, channel 33, is Reading, Pennsylvania's newest UHF television outlet. Commercial operation began April 15 using a G-E 100-watt UHF transmitter and five-bay helical antenna on an interim basis to achieve 1400 watts effective radiated power.

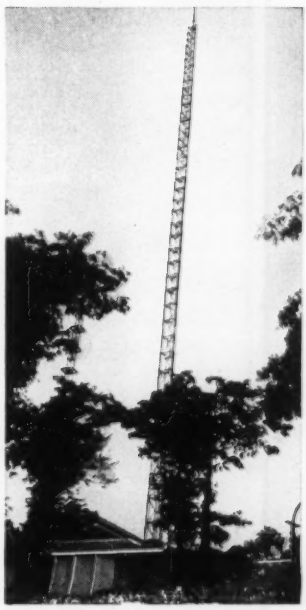
Ingenious Location Of Antenna Site

Thomas E. Martin, Executive Vice President of Hawley Broadcasting Co., station owners, firmly believed from the outset that in order to gain success WEEU-TV must concentrate on the primary market area—engineering-wise—and programwise. With this in mind, his technical operations director, David J. Miller, Jr., instituted a novel and very effective means of determining signal strength on population concentrations from several pre-selected antenna sites. Miller used a topographical map to produce a plaster relief map of the area. Beams from a lighted flashlight bulb held on various hilltops simulated TV signals and clearly indicated Mount Penn as the best antenna location for market coverage.

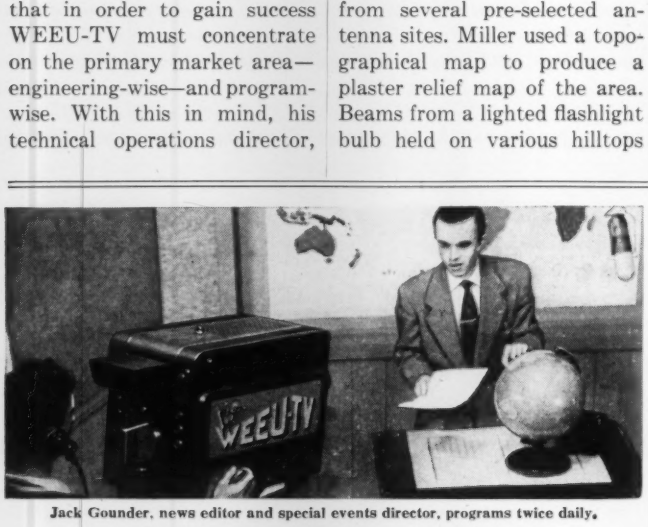
"Solving the antenna location was half of WEEU-TV's coverage problem—the other half was antenna design. G-E's high-gain helical antenna, tilted electrically for full close-in coverage, more than satisfied WEEU-TV's requirements."

Full Power Operation This Summer

Martin plans to radically improve the present 10 mile signal radius when full power operation starts this summer with the addition of a General Electric 12,000-watt amplifier. He estimates there are 15,000 receivers in Berks County capable of receiving UHF.



WEEU-TV's 43-foot antenna was mounted on a 365-foot guyed tower atop Mt. Penn, directly overlooking Reading from the east.



Jack Gounder, news editor and special events director, programs twice daily.

Good Local Programming Answer To Multiple VHF Set Conversions

A large number of VHF sets existed in the WEEU-TV area long before this new station opened. The problem of how to get set owners to adapt for UHF reception was naturally a serious handicap to success.

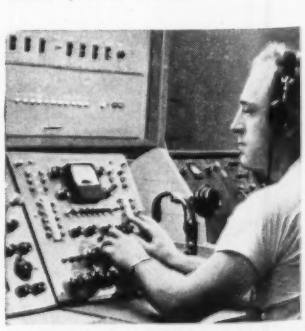
Station officials met the challenge with an extremely diversified format of local shows and set up their programs operating with a variety of the latest G-E studio and film equipment. News, educational themes, musical features and religion all play an important role in their well balanced schedule. In addition, WEEU-TV already is programming more than twelve hours weekly of both NBC and ABC network programs. All but three shows are sponsored!

WEEU-TV Signal Strength Overrides Normal Trouble Spots

Signal strength measurements of WEEU-TV's interim power signal have been taken at a number of known "trouble" spots in Berks County. Results have been termed "excellent" by both station officials and General Electric Company field engineers. General Manager Martin said the station has received calls from viewers as distant as North Philadelphia, 50 miles away.

"From all accurate engineering statistics and checks, our signal now covers Reading and most of Berks County", said Martin. He also pointed out that the forthcoming increase in power will substantially broaden the station's coverage.

WEEU-TV's consultant, who played a vital role in establishing the new station, was Michael R. Hanna, General Manager of WHCU, Cornell University's commercial radio outlet at Ithaca, New York.



An interim General Electric 100-watt transmitter powers the WEEU-TV signal to Reading and Berks County.

GENERAL ELECTRIC

features

- A man who knows says TV can help radio. Page 82.
- How a radio station started a hillbilly craze in Boston. Page 86.
- Two tricks in producing weather telecasts. Page 88.
- A TV manager's appeal: Let's quit plugging movies. Page 90.

A switch in "foreign language" shows:

KGAK GIVES RADIO BACK TO THE INDIANS

MERLE TUCKER, owner of 250w KGAK Gallup, N. M., has tapped a $10 million a year cash market that had been ignored until two years ago.

The market is the 75,000 Navajos on their 25,000-square-mile reservation in New Mexico, Arizona and Utah.

Indians do much day work off their reservation. They draw some $7 million a year, chiefly from railroads, and a big slice of that cash comes back to the reservation. The Indians have additional income from seasonal crops of lambs and wool and arts and crafts goods—Navajo rugs and silverwork.

Gallup as the historic Navajo trading center gets the biggest share of the business. An advertising medium in that market for Gallup business men was a natural.

In Daily Demand

To tap it, two years ago Mr. Tucker started an hour's broadcast in Navajo. It was the first commercial program to be directed to the Indians, many of whom don't speak English. In three months, the program was so popular with Indians and advertisers that it was upped to a daily afternoon feature.

The Indians listened to it daily in their mud and log hogan homes, and in the trading posts on the reservation. And they began to buy battery radios (their hogans aren't equipped with electricity). Several stores reported sell-outs. And even now, one store in Gallup sells about $400 worth of batteries monthly.

The Navajo program is made up of records, commercials, news and health hints. It serves as a clearing house for all of Navajoland. If an Indian loses a horse or his jewelry, or if his car has been stolen, he comes to the station. Through the program, many of the lost valuables have been located. And if car licenses are found, instead of taking them to the sheriff the Indians bring them to the station. The program has even found lost Navajos.

Popularity of the program is proved by the mail it receives. One broadcast brings in 150 to 200 letters and cards. Since it was started, more than 15,000 pieces of mail have come in—all without giveaway gimmicks or write-me appeals.

The program has its difficulties, too. In Navajo, it takes an announcer 1½ minutes to give a commercial which would take 45 seconds in English. To get in his 11 or 12 spot announcements, the announcer can play only six or seven records in the hour. On a comparable English program, up to 14 records would be played.

Kinds of Advertisers

Main advertisers on the program are food markets, car dealers, dry goods stores, Indian trading posts and labor recruiting agencies. However, the labor recruiting agency will not be taken as an advertiser unless it has been cleared through the Navajo Tribal Council.

Five minutes of news, translated from the station's press wire, are included each day. Also given are announcements of local happenings of interest to the Navajos, such as rodeos, ball games and community meetings.

The program has been recognized by the Navajos as their official program. Mr. Tucker offered the Navajo Tribal Council time on the program to give news of that governing body when it is in session four times a year. The Council accepted, and a member, Howard Gorman, daily goes in to Gallup from Window Rock, Arizona, to broadcast an account of the council happenings. This sometimes stretches the program to 1½ hours.

The success of the *Navajo Hour* caused Mr. Tucker to launch another Indian program—one aimed at the Zunis in the Zuni tongue. It started as a weekly half-hour March 20 with six advertisers. It has since been upped to three days per week.

A RADIO MAN WHO TALKS FROM EXPERIENCE TELLS WHY...

tv can HELP radio

Here's how one radio station met TV competition and wound up better off than it was before TV came to town. The author has been program director of KOY Phoenix for 24 years; longer, he believes, than any other program director in the U. S. has stayed on the same job. This article is a revision of a speech he gave at a Texas Assn. of Broadcasters' meeting.

By Jack Williams

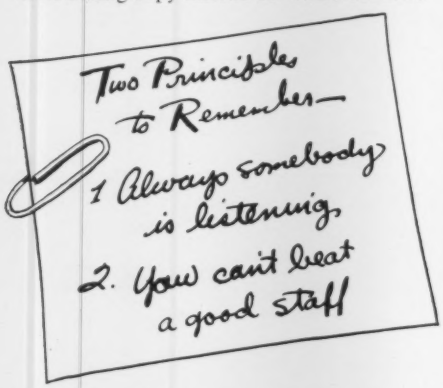
OUR problem when TV came to our town was easy to understand and easy to describe. We stood a good chance of losing our shirts unless we did the right thing. And there was nobody to tell us what was the right thing to do. We'd lost our network, and we faced what was the frightful ogre of Television Competition in the same period.

Twenty-nine months later, we can draw some conclusions. As the little boy said, it didn't hurt a bit! By every index, by every measurement you care to apply, we *have not been hurt* by TV. Indeed, it is possible for us to conclude that we have been *helped* by TV coming to our town. Yes, television can help you run your station better when it comes to your town. TV will *make* you run your station better.

Two great lessons we had to learn and to learn them fast! The first, "always somebody is listening." And second, "you can't beat a good staff." On these two hang all the law and the profits. Remember them.

Having been a program man, having faced a microphone daily for almost 25 years, I did have confidence that radio could deliver. It is the same confidence that fills the sorriest disc jockey on the smallest station in town . . . who knows that people are listening to *him*. The sales department may have great doubts. The management may have no proof. But the man behind the microphone couldn't work unless he felt somebody was listening. And, *always there is.*

You can't beat a good staff—writers who write selling copy instead of "radio commercials." Writers who work hand in glove with salesmen and announcers. Salesmen who have the courage to walk into the office of an advertiser and ask: "How did we do for you?" Everybody begins to get excited about results. And one result story builds confidence that another is possible, and with confidence comes assurance. And that assurance is infectious. Everyone becomes a salesman and the whole station is keyed to one great objective—to secure those results for the advertiser.



What did we do program-wise? We did a lot of worrying and experimenting, but, essentially, we came up with the same answer that most everybody seems to come up with. Our program structure is now music, news, sports, and network in about that order.

The network's own capitulation to TV is reflected in its position as a program aid. We think we have the best network to fit our music-news-sports pattern. Perhaps I should say sports and special events. And we use that network just as long as it fits into that pattern.

Music for the Family

Our music is important. It represents about two-thirds of our time. We feel ours is a family station. We play music that appeals to the family as we have a concept of the family. That means that we try to have mature announcers who are family men. We shy away from extremes. No smarties, no wise crackers, no hot jazz. And each announcer is instructed to make the other fellow look great. He doesn't sell himself. He sells his brother announcer. Result? We have the best known announcers in the state. Letters addressed to the station will name 90% of the announcers on our staff. Announcer identification is the first step as far as we're concerned with selling. Announcers who are known and loved and trusted really sell. It works both ways. The advertiser buys a name and a service he knows. The listener buys from a friend he trusts. We're selling impressions and we're better equipped to do it than *any other advertising medium known.*

When we started to analyze what we could use as program material against television, or to off-set what we feared would be the inroads of television on our audience, we didn't know that news would be one of the strongest weapons. We have always had a good news department, and we found our network complemented us in that advantage. We began, as well, to build our own men to greater stature. We even tried to develop commentators, but lost them as fast as we built them. One is in Washington serving a major network there. Another is administrative assistant to the governor of Arizona.

Suffice to say we have experimented with news. We have found the use of a recording 'phone invaluable for on-the-spot coverage of events and the introduction of well-known voices and names into newscasts. We have found that news can be added to your network in the form of five-minute all-local round-ups, beamed at specific areas. We have learned that news is not necessarily confined to newscasts, but can be interpolated into record programs through the personality of the announcers. We have found new ways of adding to our schedule, and in doing so we were lucky enough to experiment with the one medium that television thus far has not been able to crack too successfully.

Sports and special events are good. TV is on the defensive in this field, despite the wonderful job it can do. TV is handicapped to get out and cover many things because of the very number of cameras and men involved to do the job. And major sports are scared to death of TV in our area, which gives us what amounts to an exclusive.

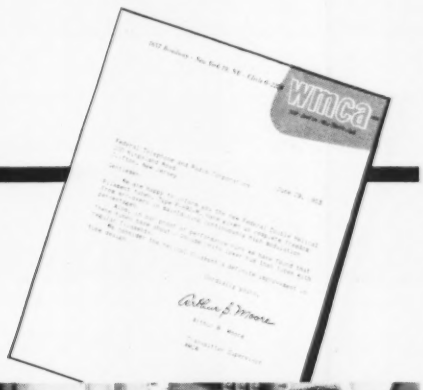
Sadly I notice that our network programs are becoming more and more eclipsed by television features. While we're almost entirely sold out at night, and at full night rate, too, the pattern is mostly the same, records and news and some sports.

I have a hunch that the dramatic show on AM will come back into its own as a definite artistic medium, taking advantage of the illusion made possible by sound-only techniques. But, until the present glamor pe-

Here's the tube that gives WMCA
FREEDOM FROM ARC-OVERS—LOWER HUM!

Federal's
F-892-R
with the Federal-developed
DOUBLE HELICAL FILAMENT

- *Does away with bowing*
- *Greatly increases tube performance and life*



"... a definite improvement in tube design," says WMCA

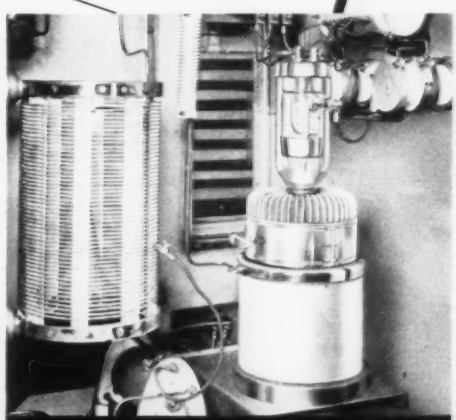
Federal's Double Helical Filament – in Federal's F-892-R – has achieved an outstanding record of dependability at WMCA–America's Leading Independent Station, and First on New York's Dial.

WMCA reports that these tubes "have given us complete freedom from arc-overs in maintaining continuously high modulation percentages. Also, in our proof of performance runs we have found that these tubes have about 2 Volume Units lower hum than tubes with regular filaments."

Federal's F-892-R—wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability – definitely eliminate *bowing* – one of the primary causes of filament-to-grid shorts!

Sturdier, longer lasting and more economical, Federal's double helical filament tubes are the key to a new era of *performance quality* and *operating dependability* for 5 and 10 KW transmitters. Write for full information today, address Dept. K-39

"Federal always has made better tubes"



Federal's F-892-R installed in Power Amplifier Section of WMCA's 5000-watt Transmitter

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION • 100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

HARD NIGHT MEANS RADIO SUCCESS

RADIO, not-so-fond memories and telephone sales talks are the ingredients that make up the peculiar success of Vermeulen Furniture Co., Kalamazoo, Mich., in its sale of "more (Beautyrest) mattresses than any other store in Michigan."

WKZO Kalamazoo is the secret, Dwight Hutson, Vermuelen's advertising manager, told Ty Hall, district manager of the Simmons Beautyrest Mattress Co., when the latter invited him to a sales demonstration meeting in Chicago to tell how the store sells so many mattresses.

Mr. Hutson, who works closely with Tom White, WKZO local sales manager, on copy for Vermeulen's 8 a.m. WKZO news program, which it has sponsored for 10 years, tells it this way:

"Most people who listen to the 8 o'clock news have either just got up, or have been out of bed just long enough to dress and eat breakfast. If they've been sleeping on a lumpy mattress all night long, they still can feel it. So when we start talking about the rest and comfort of a Beautyrest mattress, they are interested immediately. We invite our listeners to call up and find out more about the mattresses. On the days we run mattresses on the radio, the telephone is busy."

Copy for the mattresses, advertised almost exclusively on WKZO, is run about once a week on Vermeulen's news show, and on these days the store's salesmen keep edging toward the telephone.

The reason: It's very easy to sell a Beautyrest mattress to the WKZO listener who has been invited to call up for more details.

riod of TV wears off, it's hard to convince an advertiser.

We now run 24 hours daily. When we planned to do so, we had a hunch that TV would never run all night. We found that adding the extra time was like putting another station on the air. After an analysis of our costs for adding a man to our staff to handle the midnight to six trick, we found additional business which ran the gamut of about the same accounts that bought day-time, plus all-night restaurants and some medical accounts that were carefully screened, giving us a 50% return on our all-night investment. In fact, that all-night operation has turned into a profitable hedge against an ogre that now we have become quite fond of.

Radio Goes With People

We also discovered the car radio. We learned that radio listening has too long been considered and measured as an "in home" occupation. Today, the radio set goes wherever the people go. One of the most important parts of this out-of-home audience is radio listening in automobiles. The prime characteristic of the automobile audience is the fact that it is a captive audience. Music, news and sports fit this audience perfectly. In a conclusive sample conducted in Indianapolis, it was found that 77.2% of the cars were equipped with radios. Here is an audience that television will never challenge. Radio can speak to thousands of people with nothing to distract the attention of the driver and his passengers from the voice of the announcer as it comes through the loudspeaker of the car radio.

We have learned this. TV can revitalize your whole operation, because suddenly you find that there are just two things you really need. Audience and results . . . and one leads to the other. No longer are you the glamorous mysterious medium that merchants should support because of their civic responsibility. You leave the "subsidized symphony" class and get out into the economic world of advertising on your own feet with newspapers and magazines and billboards and you struggle to justify your own existence. And you find when the chips are down that you have a perfectly wonderful medium to sell all day and all night long.

And I've saved the best till the last. TV complements radio. You are going to find your radio station your best friend when television comes into your town because you're going to find it easier and easier to make a profit with radio.

Television is about five to seven times as costly as radio. Know what this means? You'll find that by comparison, your radio rates will seem very modest when your salesman goes in to sell against TV. And the money that is spent on TV will go a long, long way on radio. That's one of the important things to remember. You'll have an easier time selling after television comes into town.

And there's something else. Whereas a radio personality wears and wears and wears, TV burns 'em out. The viewers get tired and finally surfeited with the same announcers and same personalities. The best show idea in the world can't seem to hold up. TV is burning 'em out faster than the ingenuity of man can supply them. In AM there's no depreciation. The staff will just get better and better and better.

Another thing is that TV has gone into the living room and radio has retired into the bedroom, kitchen, sunroom and other places around the house. The big radio set in the living room was one of our greatest problems anyway. After the novelty wore off the big living room set, we learned that most of them gathered more dust than listeners. Either the family had company in the living room and wasn't listening, or nobody was in the parlor at all and the family was scattered throughout the house in the bedrooms, rumpus room, kitchen and bathrooms.

Welcome the small set, each providing a new source of listening. Comes a time in radio's career when we may well afford to give sets away to build our audiences. We do it at KOY already. We have a marked set with our own signature and we'll give one out on the slightest pretext, to staff members, accounts or friends. True, we haven't quite given them away by the hundreds, yet, but we have made arrangements for a steady supply which in a year's time will add up to a comfortably generous figure. And what can we lose? We simply provide another listener for AM radio.

The Solid Proof

Of course the proof of the pudding is in the eating. The indices we mentioned earlier as providing proof that we have not been hurt by TV in our market tell the story graphically. Our gross income is up 11% from our pre-TV days. Our net income is up 70.2% over the average of those dear, dead days beyond recall. And as for mail? Let's take the last mail report. Mail is up 55% and no PI stuff. Our payroll is up 15% and our staff is down 15.9%. Now, as to an analysis of our business, let's run through that. Local business is up 54.1%. National spot business down 32.1% because most national advertisers had bought network adjacencies, and remember that during this period we also lost our CBS affiliation and took another network—Mutual-Don Lee. And, as for network income, that's been down only 18.7%. Yes, by every index we have not been hurt by TV. In fact, as I indicated earlier, it is possible to conclude that we have been helped by TV coming to our town.

No really great invention in the history of the world has done away with another great invention of the past. Each complements and adds to the other.

Our problem is even easier now. Because wherever you go there's radio, and radio is here to stay, bigger and better than ever.

TELEVISION IS FOR THE BIRDS

LEFT with 40 canaries on its hands at the beginning of summer, a slow season for bird sales, the Northwest Seed & Insecticide Co. of Spokane resorted to television to clean out its chirping inventory.

The store used half a dozen spot announcements only one day on KXLY-TV Spokane. Here are the results as described by Harry I. Gross, an executive of the seed and pet shop:

"We advertised canaries at $5.95 each. An average of $11.20 was spent by each customer. Some customers spent more than $45 which included a lovely cage and accessories. Mail and telephone orders were received from as far away as 150 miles. People drove in from more than 100 miles away. We phoned for more canaries and got them in by air. The total number of canaries sold was more than 350 and many folks who didn't respond immediately kept coming in for days after the offer was made. Fully 50% of the orders received came from folks who live outside Spokane. We would have made the offer again but were unable to get more canaries from our supplier."

What happens if we do away with profits?

With his bare hands the average American can't produce any more than any other person in the world. Yet his standard of living is much higher. He owns a home, a car and enjoys such luxuries as a telephone, refrigerator and television set.

The American lives well because of the "tools" he has to work with. They *multiply* the labor of his hands. Thus, he is able to produce more useful goods with his day's work.

A good example is the Union Oil employee. Today each man working for the company has $70,691 worth of "tools" at his disposal, 3½ times as much as he had in 1927. Because of this, his production of goods has increased 2½ times. His wages (including retirement, vacation and other benefits) have climbed from $168 to $484 a month—almost 3 times—yet he works far shorter hours than he did 25 years ago.

The "tools" that make such gains possible are paid for by the shareowners of a business. For putting up their money, these people are offered the opportunity of being rewarded for their investment. So when a company makes a profit, they share it. Last year, the 40,302 owners of Union Oil common shares received an average of $261 in dividends.

Now if you destroy the profit incentive, as continued high taxes could eventually do, you kill the goose that lays the golden egg. The "tool providers" couldn't be expected to risk their money. Without new "tools," employees couldn't continue to produce more. The flow of new and better products would dry up. There would be less wealth to share and a lower standard of living for America. So an economic climate that encourages profit and success is vital to all of us.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

HOEDOWN ON

It's hard to believe, but Boston has taken to "Turkey In The Straw." There's a hillbilly craze that has the Cabots talking to everybody. A radio station is responsible.

HILLBILLY music in Boston's hallowed Symphony Hall? The yodelling of the Ozarks, the twangy rhythms of the hayseed country in elite, fashionable Belmont Country Club?

Little more than a year and a half ago, Boston would have been shocked at the thought.

But a local radio station has made the thought a reality. It has brought about a new trend in the musical tastes of a whole section of the country—and has brought a waiting list of sponsors to the station's doorstep.

Faced with what it felt was an urgent need to develop new, distinctive programming WCOP Boston in early 1952 decided to gamble on country and cowboy music. Under new ownership, it had just changed its status from an ABC affiliate to an independent outlet, making it one of more than ten independents in the Metropolitan Boston area. Taking over at the helm was Roy V. Whisnand, who had come from WKDA in Nashville, Tenn., the hillbilly capital.

Surveying the local situation, the WCOP management discovered that hillbilly music had hitherto been aired merely as incidental shows, that no Boston station had ever attempted to make such music a prominent feature.

So WCOP took a long chance. It began with a two-hour evening record show, the *Hayloft Jamboree*, Mondays through Saturdays from 8 to 10 p.m. Results were almost instantaneous and almost all bad. Conservative-minded Boston, apparently, would not accept it—at least not without a fight.

Within a couple of days, letters from well-known Bostonians were threatening to have the station put off the air. Phone calls from listeners accustomed to WCOP's previous programming complained about the new type music. Many prominennt people were quick to voice their opinion that such a venture would never succeed, that it was a disgrace to the community.

But before a week had passed, another reaction began to make itself heard. Mail was becoming jammed, phones were beginning to ring off the wall—and the comments were not only favorable but enthusiastic. Shortly, sponsors were beginning to tell of increased results.

WCOP, sensing the creation of a new reputation for itself, went all-out with hillbilly music. It began programming daily mid-morning *Hayloft Jamboree* record shows and soon afterward a daily afternoon program.

Feeling its way a bit cautiously at first, it created a new role for its popular disc jockey, Nelson Bragg, the "Merry Mayor of Milo, Maine." As m. c. of the *Hayloft Jamboree*, Mr. Bragg began talking and dressing to fit his part, soon became synonymous with hillbilly music.

The quick acceptance of Mr. Bragg in his new character led WCOP to a search of the New England area for folk and country entertainers looking for an outlet of expression in this field. It began filtering out the best of this talent with an eye to bringing them together, to highlighting live hillbilly acts for the first time in New England radio.

Within a couple of months, the station was embarking on still another experiment —a live Friday night show in an auditorium. It rented New England Mutual Hall, which accommodates 1,000 people, and charged 75 cents admission. The show was a sell-out, with hundreds turned away.

On Hallowed Ground

Seeking larger space, WCOP turned for its second live performance to Symphony Hall with a capacity of 2,700 seats. The dignified walls of Symphony Hall looked down for three weeks upon packed audiences, with hundreds more unable to gain admittance.

By May of 1952, the *Hayloft Jamboree* was in Boston's second largest hall, the Arena, where it could accommodate an audience of 5,000. (Later, barn dances were added following the radio show.)

As station ratings steadily mounted, as sponsors began clamoring for time on its hillbilly programs, WCOP continued to expand its project. (The station's share of audience both in the morning and afternoon, as reported by Pulse, has increased from 6% to a current 8%. In the evening, from 8% to 10% currently.) It added four live 10- and 15-minute programs daily, featuring different groups of entertainers.

It formed a Hayloft Jamboree Network to carry still another live half-hour afternoon show. Quickly purchased by participating sponsors, the network show has a waiting list of prospective clients should

BEACON HILL

By Mitzi Kornetz

any drop out. In addition to WCOP, the network is made up of WTSL Hanover, N. H., WTSV Clairemont, N. H., WTSA Brattleboro, Vt., WWNH Rochester, N. H., WKBR Manchester, N. H., WHOB Gardner, Mass., WOTW Nashua, N. H., and WARA Attleboro, Mass.

It imported some of the country's leading entertainers to acquire a staff of hillbilly and folk stars unequalled by any station in the East. Featured in its roll call are Ray Smith, formerly with the ABC and DuMont networks, whose recordings for Columbia, London, and Coral labels have passed the half-million mark; Ray Bradley and his boys, popular on hillbilly stations throughout the South; Eddie Zack and his Dude Ranchers, Decca and NBC stars; Tex Logan, champion old-time fiddler from Big Spring, Texas; the Lilly Brothers and Don Stover from Clear Creek, West Virginia; Doug Garron, New England's own personality cowboy; Boston's talented Pete Lane; as well as many others.

Summer on the Beach

It moved its major live program, during the hot summer months, to Paragon Park at Nantasket Beach, and held weekly shows and barn dances to capacity vacation crowds.

It established its own Artists' Bureau, with a manager, promotion department, and publicity department to capitalize on its growing fame and the commercial value of its stars off the air as well as on. WCOP collects 10% of the amount paid to each group.

It began producing records with the Hayloft Jamboree label and opened a record shop in its first-floor lobby off Boston's busy Boylston Street. The Hayloft Jamboree Record Shop now boasts the largest concentration of hillbilly and western music of any dealer in the Boston area.

On the air, *Hayloft* shows have long been sold out. Pepsi-Cola, which bought one-time programs last year, has contracted for the Friday night shows (where Pepsi-Cola is sold) for 52 weeks this year. Now spending more money in Boston radio than ever before, its success with the *Jamboree* led to its entire Boston radio budget being placed with WCOP.

Commenting on the soft drink company's use of radio advertising, the manager of Pepsi-Cola in Boston, Frank McHugh, reported that Pepsi-Cola has had "a 3.3 sales increase in per capita consumption in Boston, and we believe that WCOP deserves much of the credit for our wonderful growth."

Another sponsor, Beacon Wax, Boston, originally purchased news on WCOP, now concentrates almost all of its budget on the *Hayloft Jamboree*, using both programs and spots. An active radio advertiser nationwide, Beacon Wax now spends more money on WCOP than on any other Boston station.

With station billings showing nice, round, black figures, WCOP has made imaginative and courageous programming pay off financially. Says Mr. Whisnand, station manager and sparkplug behind it all, "We believe in independent radio and look to the *Hayloft Jamboree* as an outstanding example of what can be done with a little imagination and a lot of hard work. Our success is attributable to promotional radio, with the *Jamboree* the predominant factor. But with our air shows as a base, we're constantly projecting our activities into new fields and new opportunities. It's the special features, the outside promotion that helps make the difference."

Typical of the "special features and outside promotion" constantly being conceived by WCOP was the New England Committee for Hillbilly Music which it recently formed to continue to promote this music. On the committee are Gabriel Stern, vice president, Hirshon-Garfield advertising agency, Boston; Rudolph Bruce, advertising manager, New England Coke Co.; R. M. MaCrae, regional manager, RCA Victor Co.; Walter Brown, manager, Boston Garden; Warren Freeman, former dean of music, Boston U., and Mr. Whisnand.

First effort of the committee, a New England Hillbilly Jamboree on May 22, featured all top folk talent in the six-state area, plus many of the nation's leading hillbillies such as Pee Wee King, Hank Snow, Carl Smith, Minnie Pearl, Hawkshaw Hawkins, Elton Britt and Grandpa Jones.

Co-operating were record companies, music shops, other New England stations which air some hillbilly music, and advertisers who sponsor western-type programs. A ten-block parade through Boston streets the night before was watched by thousands. The "Jamboree," held in the 13,000-seat Boston Garden, packed the city's largest auditorium.

This summer, the *Hayloft Jamboree* is on the road, broadcasting from a variety of outdoor amusement parks and vacation spots. In the fall, it will return for its spectacular Friday night live show to Boston's Mechanics Hall where barn dances following the broadcast can accommodate an average of 3,000 people weekly.

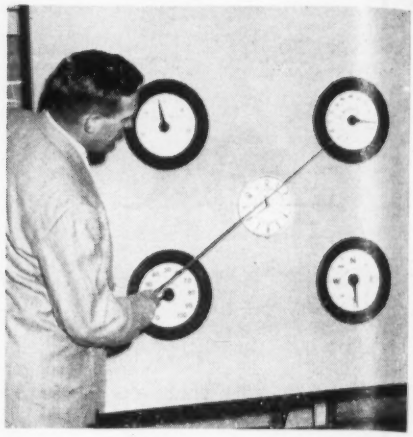
Scores of fan clubs and near-riots at stage doors calling for police protection attest to the hillbilly hero-worship of the youthful fans. But folk-type music has become a family attraction, too, in the area. Every day, Hayloft stars entertain at adult gatherings somewhere in New England, with bookings now being scheduled for country clubs.

WCOP has proved once again that, even in a television age, radio remains a dominant force in a community, that it can have sponsors pleading for time. With imaginative programming and promotion, the 5,000 w station has started a minor revolution which, in the space of a year, swept hillbilly music for the first time into Boston's sedate Symphony Hall, into swank Belmont Country Club, and into the hearts and minds of New England music-lovers.

This is Boston? Here Eddie Zack and his Dude Ranchers, staff hillbillies of WCOP, cut up on a regular Jamboree Friday night show.

WEATHER ON VIDEO

WBAP-TV has its own weather station, and instruments showing barometric pressure, wind direction and velocity, temperature and time can be picked up by camera (see picture at right). KOTV (TV) has developed transparent map for charting weather (see below).



IN AN UNDERTAKING based on the premise that "weather is big news in the nation's biggest state," WBAP-TV Fort Worth has built a "completely-equipped" weather station in its own studios from which the station plans to keep viewers abreast of the elements as they affect Texans.

WBAP-TV, Texas' first TV station, has presented *Weather Telefacts* since October 1949 to "a wide and vitally interested audience." Farmers and ranchers, according to the Fort Worth outlet, depend on WBAP-TV nightly weather reports, and pilots, builders and "just about everybody who cares about the weather have come to rely on WBAP-TV's weather programs, handled by professional meteorologists."

The Fort Worth outlet, which believes it has the first weather station ever built in a studio, gives the lion's share of credit to Bob Denny, American Airlines meteorologist and one of the originators of WBAP-TV's *Weather Telefacts* show in 1949. When Mr. Denny was recalled to the Navy as a weather officer, he began to wonder why it wouldn't be practical to install weather instruments in TV stations.

The main obstacle, he found out, was cost. Weather paraphernalia doesn't come cheap. So after he returned to Fort Worth, Mr. Denny talked over his idea with representatives of Bendix-Frieze, manufacturers of weather instruments. Bendix-Frieze, realizing immediately the possibilities in equipping TV stations with weather stations, began working with Mr. Denny on the project.

Using spare parts and a lot of patience, Mr. Denny started assembling his weather station. He built two instruments himself, and the other two were furnished by Bendix-Frieze. After weeks of work, calibration, wiring and tests, Mr. Denny finished his weather layout.

It includes outdoor transmitters which indicate temperature, barometric pressure, wind direction and velocity and rainfall, all on dials within the WBAP-TV studio. Latest wind velocity instruments, including an Aerovane, made by Bendix-Frieze, are installed on the WBAP-TV roof, from which readings are transmitted to the studio instruments by selsyn-synchronous motors. The temperature is transmitted the same way, over underground cables connected to a permanent weather house adjacent to the building.

Viewers' concern with the weather is reflected in WBAP-TV's current plan for sponsorship of its meteorology presentations. The new instruments will be used on *Weather Telefacts*, sponsored at 10:30 p.m. daily by Fair Department Store and Frontier Pontiac of Fort Worth; on *Cook Book Weather Show*, seen at 6:25 p.m. Monday through Friday and sponsored by Cook Book Bread, and on a new Monday through Friday 7:25 a.m. show, sponsored by Continental Trailways and 7-11 Food Stores.

Besides these, 20-second station-break weather reports are planned at regular intervals throughout the broadcast day.

KOTV (TV) Tulsa uses a camera trick to enable its weather man, Joe Krieger, to illustrate temperatures and weather fronts.

The map he works on is a plate of transparent plexi-glass with the U. S. and states outlined. Mr. Krieger faces the map (right-side-to-him) and marks it with a special wax-crayon pencil.

The camera is on the other side of the set-up, and to the cameraman's naked eye, Mr. Krieger and his map look backwards. That's where the electronic trick comes in.

KOTV's engineers fixed the camera so that its horizontal sweep circuits can be reversed, automatically reversing the picture. TV viewers see the map the way it should be. The only flaw, and that of little consequence, is that Mr. Krieger, a right-handed writer, appears in the reversed image as a southpaw.

The picture at left above shows how the audience sees Mr. Krieger, after the camera trickery is at work. The picture at right shows how he would look if the image were not reversed.

Mr. Krieger's weather show is telecast at 5:15 p.m. and 10:15 p.m. Mon.-Fri. and at 10:15 p.m. Sun.

Henry P. Cowen, President of MacGregor Golf Co., Cincinnati, Ohio, asks an unusual question:

"Which club is worth $8,000?"

"Jack Burke was teed off!

"He was leading the Texas Open after two red-hot rounds. Then a souvenir-hound stole a custom-made 11-iron from his bag. Without that MacGregor 'Double Duty' iron, he was in trouble!

"He sent us a desperate telegram at Cincinnati. We called Air Express — and a duplicate club was in his hands the next morning!

"He went on to win the Texas Open and three more tournaments in quick succession. His new MacGregor 11-iron (6th from the right) was worth $8,000 in prize money — thanks to Air Express!

"Jack and our other staff professionals are the 'proving ground' for MacGregor golf equipment. Keeping these famous players supplied as they move from tournament to tournament could be a tough job. But Air Express reaches them quickly—wherever they are.

"Demands of tournament committees, pro shops and retailers keep us calling on Air Express day in and day out. Air Express has never failed us. Yet costs on most of our shipments are actually *lower* than other air services.

"We save money by specifying the fastest service — Air Express!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

Like many other TV station operators, the author of this article is appalled by the volume of free plugs that TV (particularly the networks) gives motion pictures—which have never given TV anything but a bad time. Mr. Walbridge, general manager of WJIM-TV Lansing, Mich., says . . .

By Willard E. Walbridge

LET'S QUIT PLUGGING MOVIES

ABOUT five years ago Hollywood declared war on the infant television industry. There was no public announcement from the pistachio colored towers of the film capital, but most of us then in the business began to notice the effect immediately.

We noticed it first in the revenue department. Some of us had convinced local exhibitors to try film trailers on TV to publicize their pictures. It seemed a perfectly natural transition, and it is certain now that if they had continued and expanded this practice they would have kept pace with a great and growing market of TV viewers, many of whom have not seen a movie since. But, the word went out to withdraw any advertising budget from television, and overnight the much needed support vanished.

We noticed it in the publicity blasts from Hollywood too, lampooning TV, making much of its rough production. Most of the top moguls are on record with quotations that must embarrass them now, to the effect that TV was a gim-crack novelty in a flickering box, and never would really amount to much. Privately they ordered all creative support, producers, directors, actors, writers, to "lay off." Artists who broke the rules and helped or appeared were often boycotted. The effort was made through power plays and trick contracts to bottle up all the know-how of the film capital and isolate it from television.

We could have used the creative help as much as we could have used the revenue, but Hollywood chose to withhold it. The other aural or visual arts, radio and the legitimate theatre, allowed us to borrow liberally, shared talent and techniques, and were themselves revitalized in the process of the television revolution. The television industry eventually overcame this creative boycott and achieved artistic competence in spite of Hollywood's obstructions.

And, finally, the movie makers dealt television their greatest blow. They withheld the great storehouse of wonderful films from the past years and all those in the current classification. Only the moldiest old B pictures were released, and with a few British releases of somewhat better grade, these became the film staple of television. The public that had supported the great pictures of the past and wanted to see them again were denied the opportunity.

With this as a background you can better understand the growing concern among television station operators about the infiltration of Hollywood propaganda on the television screen via the free plug route, the teaser device, and every other method that doesn't cost a dime. Not a night goes by but the public is being urged to leave their sets and go see some movie. Let's get right down to cases.

Some of television's star performers, like Ed Sullivan build whole programs around movie teaser sequences, with liberal invitations to the viewer to drop in at his neighborhood movie and see the whole show, though presumably not on Sunday night. Mr. Sullivan has an excellent television program, and he had an illustrious career as a journalist before TV. But he owes a great deal to the television industry for his present eminence. When he plugs movies, he digs his own grave.

Open Adulation

The same with other performers. Ken Murray, Martin and Lewis, and many others are open in their adulation of Hollywood starlets, directors and producers. Many a picture is plugged and many an unknown starlet gets a free ride into 20 million homes in order that these comedians, who owe television so much, can fill a couple of minutes of program time. Robert Montgomery continually gives plugs to movies even unrelated to the performer he features, and while he is admittedly a victim of the trick contracts department of Hollywood, more careful casting to avoid artists who are thus bound would eliminate this artistic blackmail.

The most flagrant example of the television industry being duped by Hollywood was the coast-to-coast telecast of the Academy Award dinner. This glamorous, narcissistic orgy was started years ago as a promotional effort to hypo the flagging public interest in movies. It reached its promotional pinnacle when NBC-TV paid money to cover it. Millions of viewers were treated to an hour of unbridled plugging of movies, and not a little sneering at the eavesdropping television cameras.

It's obvious from all these examples that another directive has gone out from Hollywood, and a new phase is developing in the cold war. They are now out to take us for all they can get without spending a dime. And, this is the same outfit that has been fighting us for more than five years!

It would be different if we owed them a debt for their past help. But we owe them nothing. Nothing good, that is! Our legacy from the movie industry is one of obstructionism, shoddy material, and a lot of inflated salaries and wage scales that were spawned amid the leisurely waste and excess of the modern Babylon. So, it seems time for some plain talk about television *versus* the movies.

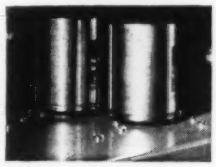
All attempts to control movie plugging in the past have failed because no one will take the responsibility to establish policy and police it properly. Whenever the individual networks are confronted by their affiliates with the latest examples of Hollywood infiltration, they assure us that their performers tell them that they cannot get the performers they need without the plugs. But, remember that the industry grew almost to its present state without such performers and their plugs.

Obviously it isn't a problem for one network. The NBC affiliates recently appointed Robert Dunville, president of Crosley, as a one-man committee to meet with affiliates of other networks and approach the problem on an industry level. The sense of his instructions is that no movies will be plugged nor people invited to diminish the size of the potential television audience unless television gets paid for it. Every affiliate of every network, and each of the networks themselves should give Mr. Dunville all the help and support he needs. His is the first constructive move to the counterattack.

And, it's about time that we had the counterattack. Hollywood has bought into one network already, and undoubtedly that network can't help itself much from now on. But the others are being duped, and they are making suckers out of their affiliated stations if they continue to allow their performers to plug movies, or if they allow anything that remotely resembles cooperation to go out on the air. Hollywood started this war, and to date they have had nothing but disorganized resistance.

And, when they started it, they were impelled to by the basic truth which they have recognized, but which the television industry, in its first flush of prosperity, has forgotten. Hollywood said it first . . . *television competes with movies!* All right . . . let's compete!

NO CRYSTAL OVENS



Simplified frequency control with low-temperature-coefficient crystals

ALL TUBES VISIBLE

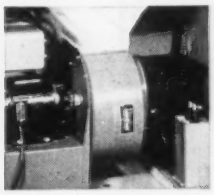
SMALLER PHYSICAL SIZE

NO EXTERNAL EQUIPMENT other than one open dry-type plate transformer

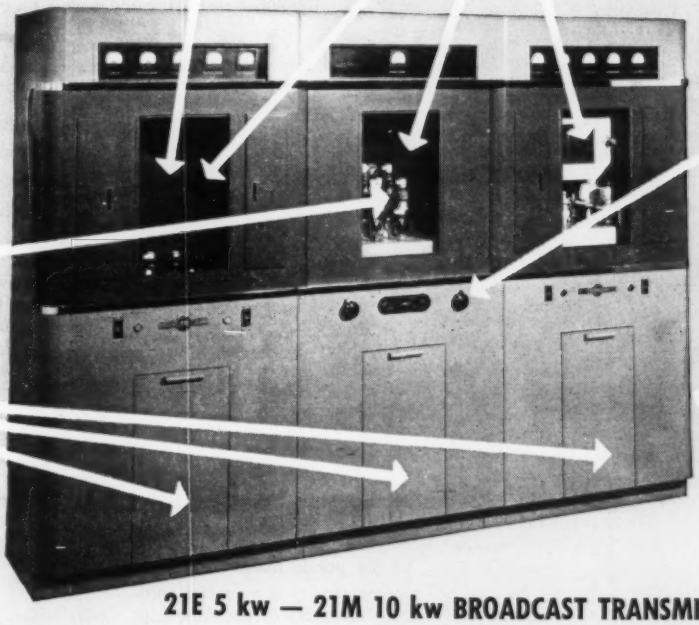
POWER REDUCTION SWITCH

GOOD OVERALL EFFICIENCY FROM POWER LINE TO ANTENNA

FORCED AIR COOLING of entire transmitter



EASY ACCESS TO ALL RELAYS



21E 5 kw — 21M 10 kw BROADCAST TRANSMITTERS

feature for feature . . .

COLLINS offers MORE!

Compare Collins 5 kw and 10 kw broadcast transmitters feature by feature and you'll see that Collins offers *more* for your money. In addition to the many features outlined above, Collins offers simplified circuitry with only 9 tube types in the 21E and 10 tube types in the 21M — a total of only 25 tubes in the 21E and 26 in the 21M. You save on operating costs as well as spare tube stocks. These transmitters are smaller . . . only 28" deep by 105" wide, yet all components are easily accessible for servicing. The entire RF final amplifier network is double shielded in heavy gauge aluminum to reduce spurious radiation to a minimum.

The 5 kw 21E may be converted at any time into a 10 kw 21M. Any specified carrier frequency from 540 kc to 18 mc is available.

We invite you to write or phone the Collins office nearest you for descriptive specifications, price and delivery information.

CONDENSED SPECIFICATIONS

Power Output: 21E 5500 watts; 21M 10,600 watts.

Frequency Range: 540-1600 kc standard. Frequencies to 18 mc available.

Frequency Stability: ±10 cps.

Audio Frequency Response: Within ±2.0 db from 50 to 10,000 cps.

RF Output Impedance: 75/50 ohms standard. Other impedances available.

Audio Input Impedance: 600/150 ohms.

Temperature Range: +68° to +113° F. Ambient.

Altitude Range: Sea Level to 6000 feet.

Power Source: 208/230 V three phase 50/60 cps.

Weight: 21E approximately 2700 lbs.; 21M approximately 3000 lbs.

Dimensions: 105¼" wide, 76" high, 28" deep.

FOR BROADCAST EQUIPMENT QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 36 | 1930 Hi-Line Drive DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood Road, Fountain City KNOXVILLE

XUM

LARGEST month-long spot announcement campaign in history of KRLD Dallas is signed by Paul R. Gorham, pres., Kaiser of Dallas (autos). Observing are W. A. (Bill) Roberts (l), KRLD-AM-TV asst. gen. mgr. in charge of sls., and Harry D. Colson, KRLD sls. representative.

BILL JONES (l), KLZ Denver disc jockey, and R. Morris Main, KLZ radio mgr., examine a cake sent the station by Ed Schmidt, mgr. of local Holland Bakery, in appreciation of KLZ "good news, good music, good programming."

SIX shows a week (12:15-12:30 p.m. CST) on KRMG Tulsa and KFBI Wichita are arranged by (l to r): Frank Lane, KRMG gen. mgr.; Leon McAuliffe, western band leader on program; Ellis Moses, Ellis Home Appliances, Tulsa, sponsor; Hale Bondurant, KFBI gen. mgr.

IN UNUSUAL use of radio, Pesco Products Co., div. of Borg-Warner, advertises for sub-contractors and employes on Bill McColgan's WGAR Cleveland sportscast. Mr. McColgan signs contract before (l to r) Arthur Brown, Pesco personnel mgr.; Charles Lind, Fuller-Smith & Ross acct. exec.; Bob Waters, Pesco, and Don Hyde, WGAR sales representative.

SESAC's Max Lerner in the July 'ABA Journal':

equal rights for radio and tv

THE IMPORTANCE of promulgating a set of standards that would give radio and television equal rights with other news media in covering court and other legislative proceedings is highlighted in an article in the July issue of the *American Bar Association Journal.*

Under the title "Limitations Imposed on Television and Radio: A Problem That Needs Immediate Attention," the article, written by Max K. Lerner of SESAC's legal staff and formerly with ABC, argues that curbs placed on radio and television coverage appear to be discriminatory and therefore unconstitutional and against the public interest.

Mr. Lerner recommends that a special committee, consisting of members of the American Bar Assn., news media, broadcasters and NARTB, "meet, study and investigate in order to promulgate a desirable set of standards."

In developing his thesis, Mr. Lerner examines various arguments levelled against radio and TV coverage, notably the contention that television tends to disturb "judicial decorum." He points out that TV does not require klieg lights or flash bulbs, and "in fact, television cameras need not be in the same room as the speaker." He cites the telecasting of UN sessions from Lake Success and of the signing of the Japanese Peace Treaty from San Francisco as examples that can bolster the argument that TV "is the least obtrusive instrument in the coverage of any hearings or trials."

No Discrimination Urged

Mr. Lerner takes cognizance of opinions expressed as to the desirability of bringing hearings or trials into the home and makes the point that radio or television should not be prohibited if other media are permitted. He adds:

"Moreover, a medium should not be erased or prohibited simply because it reaches a vaster audience. Prior to the advent of television, a cry was heard from certain quarters about the need for factual reporting. More particularly, it was charged that the press was unfair and biased. What better medium is there than TV which actually places the listener on the spot and in the same room?"

Considering the assertion that television "will impede progress in getting at the truth," Mr. Lerner declares that "barring a specific medium is not the solution for seeking out the truth." He suggests that Congress and the courts establish "a set of rules covering hearings and trials, which is applicable in all instances."

Pointing out that the ban on television and radio as news media raises constitutional questions, Mr. Lerner expresses the opinion that Federal and state governments are "expressly prohibited from passing legislation or formulating edicts adversely affecting radio or television." He advances the claim that a state has no jurisdiction in these fields except for the exercise of police power and that the authority of Federal government must take cognizance of the First and Fourteenth Amendments to the Constitution, which guarantee freedom of the press.

Against Public Interest

"Thus it can be argued that since television falls within the pattern of the free press, any restriction on this medium which discriminates against it in favor of other media is unconstitutional and contrary to public interest," Mr. Lerner adds.

Mr. Lerner is a member of the Assn. of the Bar of the City of New York, chairman of the radio and television committee of the Federal Bar Assn. of New York, New Jersey and Connecticut, and a member of the Copyright Law Revision Committee of the American Bar Assn.

Nighttime Radio Pull

POWER of nighttime radio was dramatically demonstrated when a Tacoma, Wash., department store ran a newspaper advertisement one day and used spot radio announcements the next. It found that radio brought in 96% of the total customers attracted to a store event at 37% of the newspaper advertisement cost.

The store bought 54 column inches (that's about one-third of a standard-size newspaper page) in a leading Tacoma newspaper to attract women into the store's appliance department. The total number of customers attracted by the lavish newspaper campaign: Five. Cost of the newspaper advertising: About $135. Cost per customer: $27.

The next day spot announcements were used on KMO Tacoma—and 80% of the spots were aired between 6 p.m. and midnight. In an area of 263,000 TV sets, the radio spots brought 120 women into the store's appliance department at a total cost of $50, or 42½ cents per patron.

"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.

TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.

JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."

ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

AMONG THE USERS OF MITCHELL CAMERAS:

DEPARTMENT OF COMMERCE
NATIONAL FILM BOARD OF CANADA
FITZPATRICK PICTURES
GENERAL ELECTRIC
CARAVEL FILMS
PARAMOUNT PICTURES CORP.
REID H. RAY FILMS
WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
DIRECTOR NATIONAL INSTITUTE OF HEALTH
NATIONAL ADVISORY COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
WARNER BROTHERS, INC.
GILLETTE PRODUCTIONS
ARTHUR KRIENKE
U. S. NAVY
ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER STUDIOS
CAMERA EQUIPMENT
MARK ARMISTEAD
A. B. THERMAENIUS FILMS
JAM HANDY ORGANIZATION
GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PRODUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS, INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
CALVIN COMPANY
COFFMAN FILMS
BOB JONES UNIVERSITY
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FILM GRAPHICS
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Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

TV NEWSREEL

KARL GATCHETT, Gatchett Motor Co., Cincinnati, completes arrangements for sponsorship of *Yesterday's Newsreel* on WCPO-TV Cincinnati. Onlookers are Jerry Stautberg (l), sls. mgr. of Gatchett, and Vincent Niemeier, WCPO-TV slsman.

SPACE salute is tendered Jack Runyon (c), vice pres., Biow Co., by Dal McKennon (Capt. Jet), star of *Space Funnies* on KNXT (TV) Los Angeles, while Tony Moe (l), KNXT acct. exec., looks on. Occasion was start of a 13-week summer campaign on the station by Pepsi-Cola Bottling Co. of Los Angeles.

WEEKLY wrestling on WTVP (TV) Decatur, Ill., is contracted by Griesedieck Bros. Brewing Co., St. Louis. Harold W. Neusitz, brewery adv. mgr., signs as Roger Bacon (l), acct. exec., Ruthrauff & Ryan, St. Louis, and Jim Rohrs, George W. Clark Inc., Chicago station representatives, look on. Saturday night telecasts start next month when station goes on air.

TRI-STATE Appliance Co., pioneer sponsor on WSAZ-TV Huntington, W. Va., since 1949, again signs for time. L to r are Lawrence H. Rogers, vice pres. and gen. mgr., WSAZ Inc.; Arnold Irwin, Tri-State pres., and Robert E. White, WSAZ-TV local sls. mgr.

PROGRAMS & PROMOTION

CONTRIBUTIONS TO CULTURE

A SERIES of advertisements is being run currently by NBC pointing out the network's contribution to the cultural life of the nation. First in the series is a TV panel divided into segments: Music, opera, drama, history and thought, with appropriate pictures in each. Copy describes the pictures, which are taken from NBC programs such as *Hamlet, Conversations with Distinguished People* and *Amahl and the Night Visitors.*

SERVE YOURSELF SOME SALES

TO UNCOVER the object in the box WIBW Topeka, Kans., is sending prospective clients, you must unfold an accordion-pleated piece of paper telling you on each fold to be careful, proceed with caution and that you are only one fold away. The surprise is a plastic cake-server and a message, "To serve yourself more Kansas sales, hire WIBW." For more plastic cake-servers and more Kansas sales, a request card is enclosed.

HOLLYWOOD & VINE BENCH

KTTV (TV) Hollywood, to promote programs, has placed a bench at the corner of Hollywood and Vine, bearing the phrase, "Watch That Good-Looking Channel 11." A plexiglas screen is placed front and back, each of which contains a photograph depicting one of the programs for that day with copy and sponsor credit. Fresh copy is inserted daily.

TORNADO BOOKLET

TITLED "Tornado . . .," a booklet has been released by WJR Detroit, describing in detail the service performed by the station during and after the Flint tornado. Printed on heavy paper, the booklet has featured on its cover an aerial photo, taken the morning after the tornado, providing a panorama view of the path of destruction. Replete with photographs, including several of the station's mobile unit-bus, the 15-page booklet tells the chronological story of WJR's aid to the disaster-stricken area, including highlights of its special benefit show.

COLORFUL INVITATION

AN INVITATION to the formal opening of KBTV (TV) Denver's studios July 11 was printed in the form of a colorful TV screen. The invitation, colored in green and orange, opens in four directions, giving on each panel such information as station officials, studio facilities and its nine months' history. Each panel contains data on both sides.

CHARLOTTE MARKET

WBT WBTV (TV) Charlotte, N. C., have mailed out letters addressed to Charlotte distributors, brokers and district managers, which point up Charlotte as a market rather than as a city, claiming the Charlotte market to be among the top 25 in the United States. Of the five major southern cities, Charlotte's population is the least. Ranked as markets, however, Charlotte heads the list in population. The letters give references to studies backing up the station's claims.

BEYOND THE TV HORIZON

"BETTER frequencies mean better coverage" is the headline on a brochure prepared by KMMJ Grand Island, Neb., and KXXX Colby, Kan. Inside the folder is a map which illustrates that KMMJ and KXXX are "covering the ranch and farm market . . . beyond the TV horizon . . . coverage that's over 95% unduplicated by present and proposed TV." Colored in bright red and blue, the folder features a graph of frequency comparisons on the front and an additional map on the back.

WAVES SWORN IN

FEATURED on *Personalities in the News,* KDYL-TV Salt Lake City, Utah, was the swearing in of five Wave recruits into the United States Navy. The official installation represents the largest single group for one day in the Intermountain area, reports the station. According to information from local Naval sources, the station claims that this was the first swearing in ceremony to be executed on TV.

'HOMES OF THE BRAVES'

WTMJ Milwaukee is presenting a new program called *Homes of the Braves,* with Esther Hotton interviewing wives of players on the Milwaukee Braves baseball team. The programs will be presented from homes of the various players. Mrs. Hotton will chat with the wives and children while the players take a back seat. The 15-minute program is being sponsored by the Gridley Division of the Bordan Co. and will be heard every Sunday until Sept. 27.

HOPE FOR THE HANDICAPPED

KNBH (TV) Hollywood *You Can Do It Too,* new weekly quarter-hour program produced under the auspices of Junior League of Los

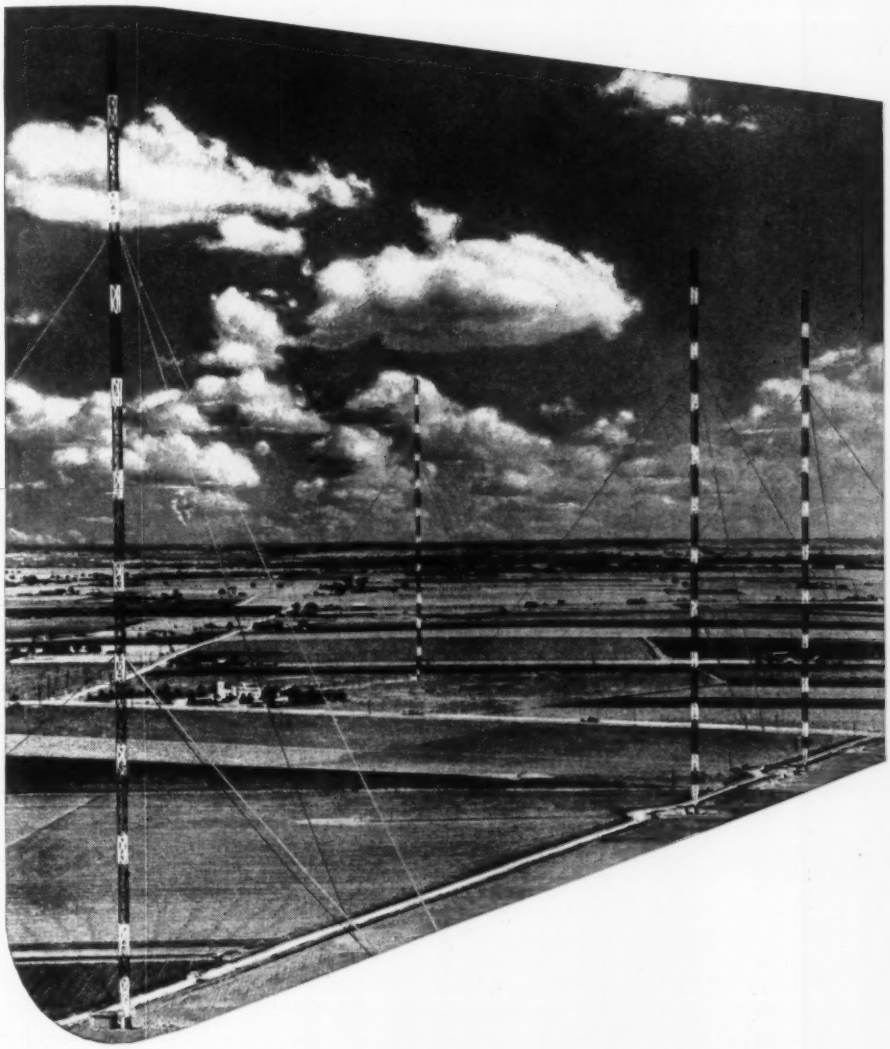
. . . While It's News

A NEW TWIST in radio play-by-play occurred in Van Buren, Ark., July 1 when a weekly newspaper editor, in the middle of his daily 15-minute "country editor" newscast, witnessed a bank robbery and recovered his wits sufficiently to describe the gunmen and their getaway for his audience.

Editor Park

Hugh Park, editor of the Van Buren *Press Argus,* was looking through his office front door while making his 11 a.m. daily newscast on KFPW Fort Smith, across the Arkansas River from Van Buren, when he noticed a commotion going on at Citizens Bank across the street and saw two youthful bandits run out after a holdup. He quickly described the robbers, their car and the getaway, and was cut back on for more after his regular newscast, plus a third broadcast at noon. The bandits were captured the same afternoon and their $19,414 loot recovered.

XUM



Symbol of Communications the World Over . . .

● Truscon's radio tower experience is world-wide. Truscon engineers have designed and built many hundreds of towers which now stand strong and t..'—serving the communications needs of peoples everywhere. Truscon towe. oday are performing dependably in all types of topography . . . exposed to all extremes of wind and weather.

Truscon manufacturing facilities are modern and efficient—geared to production of guyed and self-supporting towers . . . tall or small . . . tapered or uniform in cross-section . . . for AM, FM, TV, and Microwave transmission.

Your own tower program can benefit from this world-wide experience. Truscon engineers are equipped to help you achieve maximum tower performance . . . whatever the location . . . whatever the weather. Your phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown, will help get your tower program started as soon as possible.

TRUSCON
MARK OF MERIT
PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON® a name you can build on

PAPERWORK by which Penn Traffic Co., Johnstown (Pa.) department store, completes arrangements for six-days-weekly newscast strip and homemakers show on WARD there is signed by Marjorie Reynolds, traffic advertising manager, while Robert R. Nelson (l), WARD manager, and William S. Santoro, station sales representative, register their approval.

Angeles and John Guedel Productions, is designed to give hope to the physically handicapped. Such people from the entertainment world and private life will be featured along with their stories of how they overcame handicaps. Jack Slattery, George Fenneman and Bill Balance are alternating m.c.'s.

CONTRACT CHARTS

NBC SPOT SALES has distributed to agencies radio-TV time contract charts designed to assist them in the preparation of radio and television schedules. The chart covers a two-year period so that agencies may make long-range plans for clients, NBC Spot Sales reports.

VIEWERS SELECT THE MOVIES

MAKING its debut on WEWS-TV Cleveland on July 26 will be *Request Theatre*, a feature film program where the viewers themselves select the movies to be shown. Viewers are to write to the station requesting any of the approximately 3,000 films the station has shown. Votes will be tallied, and the Sunday afternoon period from 1:30 to 5 through September 15 will be devoted to the films receiving most viewer votes. Gil Canfield, station film buyer, expects audience response provided by *Request Theatre* to serve as a guide for buying additional films.

Three-Network Feed

THE WCPO Cincinnati stations, AM, FM and TV, fed three networks on the same day last Tuesday, according to Ed Weston, WCPO-TV program manager. WCPO-TV televised the All-Star Baseball Game from Crosley Field and fed it to the entire NBC-TV network. WCPO-AM-FM aired the annual sports event, feeding it to Mutual. That afternoon the Paul Dixon show, a five-a-week pantomime program, was fed to DuMont Network during its usual one-hour scheduled time.

'POLICE REPORTER'

SUMMARY of crime happenings in Chicago area forms the basis for a new program, *Police Reporter*, premiered by WBKB (TV) that city, July 13. Jay McMullen, veteran newspaperman, provides news and interviews police officers and others who have figured in crime cases. As a special feature of the show, which will be telecast daily on a staggered time basis, Mr. McMullen will present a weekly award to an officer for merit in the performance of duty. The program is sponsored by Sandra Motors.

UP WITH THE BIG TOP

THE SETTING up of the Ringling Brothers, Barnum & Bailey Circus was telecast by WWJ-TV Detroit and sent to NBC for use on three five-minute segments. The nation-wide audience had ring-side seats for the setting up of the big tent, the midway and the unloading of animals at 6:45 a.m., 7:45 a.m. and 8:45 a.m. on July 10, and at 9:45 a.m. another segment was seen locally on the station's children's program, *Playschool*. Special program announcer, Paul Williams, emceed the show, which was produced by Bob Ritter.

KOWH 'After Hours'

SPECIAL "Omaha After Hours" half-hour broadcast July 7 by KOWH that city has aroused the interest of citizens and public officials, the station reports. KOWH newsman Donald Loughnane, wearing a concealed German-made recording device, visited several gambling and after-hours liquor spots, recording gambling activities and conversations of gamblers and other employes, according to the station. KOWH reports it has received congratulations from Sen. Estes Kefauver (D-Tenn.), former head of a Senate Crime Investigating Committee.

SCOUTS EN ROUTE

PLANS have been made to broadcast long distance telephone reports over WSOC Charlotte, N. C., from the city's boy scouts as they cross the nation to attend the International Boy Scout Jamboree in Puente, Calif. The calls, coming from such points as Salt Lake City, Utah, Puente, Seattle and Chicago, will be recorded at the station and broadcast a few hours later. As many of the Charlotte scouts as possible will speak on each call. F. J. Chris Cristensen, scout master of Troop 111, will accompany the boys and act as master of ceremonies during the program.

'LITTLE MISS WASHINGTON'

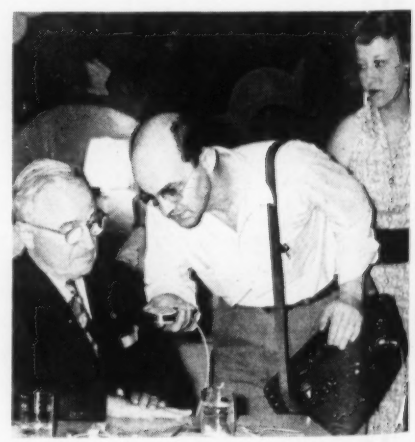
A "LITTLE Miss Washington" contest will be conducted on *Inga's Angle* program, on WNBW (TV) Washington. Ten little girls between five and ten years old, selected from photographs sent to the station, will appear on each program during the period from August 4 to 27. Judged on the basis of beauty, poise and personality, "Little Miss Washington" will receive a loving cup and other valuable prizes, and each child who appears on the program will receive a special toy. Starring Inga Rundvold, *Inga's Angle* is aired on Tuesday and Thursday, 2:30 p.m. EDT.

Like Honey Draws Bees . . .

ABOUT four weeks ago Barry Kaye moved to Pittsburgh and started a four and a half hour disc jockey program every afternoon over WJAS. He decided to open a "Teen Canteen" segment of his *Barry Kaye Show*, and a fortnight ago, over his program (no other promotion was used), invited teen-agers up to see the opening "Teen Canteen" portion at which the Four Aces were guests one day last week. The teen-agers began to assemble at noon—three hours before the start of the show—and were broken into groups and admitted to the studio in half-hour shifts. More than 500 teen-agers crowded through the 60-person-capacity studio and hundreds more had to be turned away. Caley E. Augustine, public relations director for the station, observed that "radio is dead" now has reached the status of other "famous last words."

DOG WILL HAVE ITS DAY

A DOG beauty contest, open only to mutts, will be featured by WTVJ (TV) Miami on the Jack Cobb *Tea-V Room* program. Miss, Mrs. or Mr. Mutt of 1953 will be selected from among 25 finalists on July 31 in the station's open-air studio. The winner, selected by Miami's mayor, Miss Miami (human) of 1953 and the secretary of the Miami Humane Society, will receive a blue ribbon and ten cases of Rival Dog Food. All finalists will receive a free shampoo and hair-do from the Mlle. Fifi Dog Beauty Salon of Miami Beach just prior to the contest judging.



HARRY TRUMAN stopped for lunch in Richmond, Ind., and WKBV had its microphone at his table before the soup was served. Program director Mark Mitchell interviews the former president about his book writing plans. Geneta Kern, WKBV commentator, is at right.

PEOPLE

Advertisers

Henry J. Muessen, vice president and general manager of Piel Bros., elected president and chairman of board, succeeding **William Piel,** who died April 6.

Ralph R. Brubaker, general sales manager of Carnation Co., L. A., named vice president in charge of sales and advertising. He succeeds **Philip G. Kinzer,** who continues as a director. Other promotions are **Henry C. Arnest** to succeed Mr. Brubaker as general sales manager, and **F. Hadley Stuart Jr.,** to vice president.

W. J. Tormey, general sales manager, Los Angeles Soap Co. (White King Soap), promoted to vice president and director of sales and advertising.

Frank Roberts, production director of Albert Black Assoc. and Milverne Productions, appointed sales promotion and publicity manager of Carvel Dari-Freeze Stores Inc., Yonkers, N. Y.

William Sexton, agency secretary for Great Southern Life Insurance Co., appointed director of public relations.

Earl Littman, formerly account executive with George N. Kahn Co., N. Y., advertising agency, appointed director of advertising at Jones & Brown Inc., Pittsburgh (national distributors of Inselbric products and Interlock plastic wall tile).

Col. Frank A. Hunter appointed public relations director of Ohio for James B. Beam Distilling Co.

Robert L. Boehm named divisional sales manager for Hunt Foods Inc., Fullerton, Calif., replacing **S. Lee Miller Jr.,** who has resigned.

Victoria Risk, secretary, Universal Adv. Agency, Hollywood, to First Federal Savings & Loan Assn., that city, as director of advertising and public relations.

Agencies

Larry Wherry, vice president and director, elected president of Sherman & Marquette, Chicago, succeeding **Arthur F. Marquette,** named board chairman. **Louis E. Tilden,** director of radio-TV dept., and **Bruce Baker,** copy chief, elected vice presidents.

Dan Rodgers, account supervisor on Whitehall Pharmacal account, Biow Co., N. Y., named vice president of agency.

Albert H. Black, production manager, elected vice president of Dancer-Fitzgerald-Sample, N. Y.

Nicholas E. Keesely, vice president and director of radio and television, **Jackson Taylor,** account supervisor and **Hans Sauer,** art director, elected vice presidents, Lennen & Newell, N. Y.

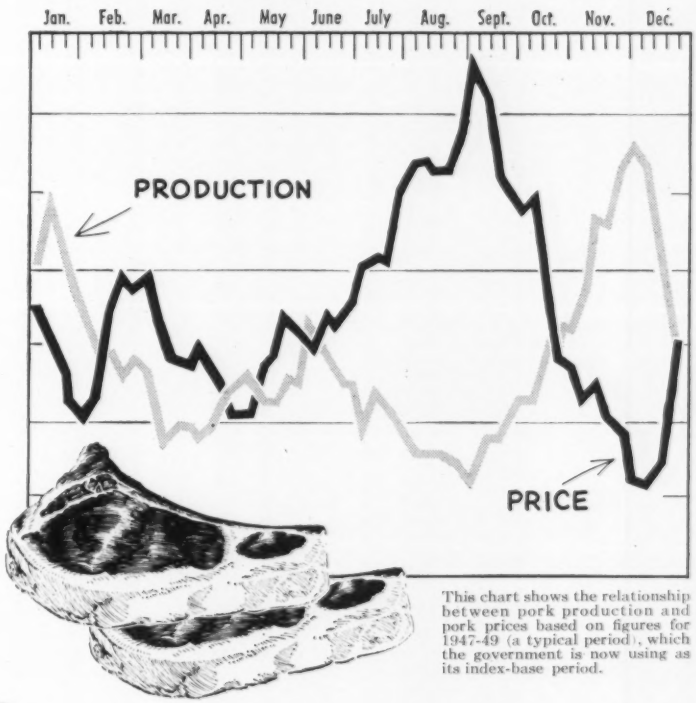
G. A. Honold, account executive, Ralph H. Jones Co., Cincinnati, to Rhoades & Davis Adv. Agency, L. A., as vice president and account executive.

Todd B. Franklin, with Lennen & Newell, N. Y., as vice president in charge of marketing, to Harry B. Cohen, N. Y., in same capacity, effective Aug. 1.

M. V. Odquist, Kenyon & Eckhardt, N. Y., to Hilton & Riggio, N. Y., as vice president.

Harold T. Bers, vice president, William Esty

What law sends pork prices up in summer... down again in winter?



This chart shows the relationship between pork production and pork prices based on figures for 1947-49 (a typical period), which the government is now using as its index-base period.

THE well-known law of *supply and demand*. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the *law of nature*. They spend a good 6 months growing to pork chop size.

As a result, fewer pigs are ready for market during the summer months. And meat packers have to pay higher prices in order to get enough pork to fill customers' orders.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. *Less pork—higher prices* through the summer followed by *more pork, lower prices* during the winter.

Remember, summertime is the time when a big new meat crop is "growing up" on America's farms and ranches.

Did you know

... that America's 4000 meat packing companies must compete for the farmer's livestock on one hand, and for customers on the other ... that this two-way competition provides a highly effective system of checks and balances on meat prices ... that this is one of the reasons meat moves from farm to table at a lower service cost than almost any other food?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

& Co., N. Y., to Warwick & Legler, N. Y., as copy chief, working with **Barrett Brady,** vice president in charge of copy.

Grant Smith appointed media director of Presba, Fellers & Presba, Chicago, succeeding **Edna Eldridge,** who resigned.

John R. Mooney, former assistant media director of Tatham-Laird, Chicago, appointed to similar position, Needham, Louis & Brorby, Chicago, and **Edward R. Freeman,** former member of Central Intelligence Agency, Washington, D. C., named research associate at NL&B. **Albert A. Klatt,** copywriter at Leo Burnett Co., same city, to copy dept. of NL&B.

Lewis Nemerson, Hirshon-Garfield, N. Y., to Albert J. Silberstein, Bert Goldsmith Inc., as director of planning group.

John Mandable, Dell Pub. Co., Chicago, to Benton & Bowles, N. Y., as print supervisor.

Wayne Palmer, contact man on General Foods account, and **William W. Belcher Jr.,** traffic dept., Young & Rubicam Inc., N. Y., transfer to Hollywood office as contact man on Union Oil account and traffic, respectively.

John Bainbridge, account executive, Killingsworth Co., L. A., to Roche-Eckhoff & Assocs., that city, as account executive for Youngstown Kitchens.

Burt Schultz, Owens-Corning Fiberglass Corp., to Benton & Bowles, N. Y., on publicity and promotion staff.

WWJ Detroit radio sales dept. bet the station management a dinner it could increase May billings 10%. Here the salesmen wear arm bands showing the 9.1% increase actually reached. L to r: Edwin K. Wheeler, WWJ general manager; Gardner Bird, Johnny Wales and Pete Allen, salesmen; Tom Warner, sales manager, and Don DeGroot, WWJ assistant general manager.

William E. Frazier, account executive with John Falkner Arndt & Co., Phila., to contact dept. of Gray & Rogers, advertising and public relations agency, same city.

Edward W. Joyce Jr., formerly New England executive director of CARE, to staff of W. H. Hunt & Assoc. Adv., L. A.

Virginia I. McLean, J. Walter Thompson Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as member of copy staff.

Douglas J. Meservey, account executive, J. Walter Thompson Co., L. A., named head of creative copy committee for 1953 Community Chest fund campaign in that city, with **C. Burt Oliver,** vice president and general manager, Foote, Cone & Belding, Hollywood, appointed to head sub-committee dealing with radio-TV copy.

A. Ruric Todd, president, Todd & Assoc., San Jose, Calif., adds duties as deputy controller of State of Calif. **Frank Eicher,** vice president, assumes management of agency temporarily.

Stations

Gary C. Davis, program director at WFMR High Point, N. C., named general manager of WHPE-AM-FM High Point.

Henri Lepage, CHRC Quebec, appointed general manager of CFCM-TV Quebec, in addition to his post at CHRC. **E. W. Miller,** formerly with RCA-Victor Ltd., Montreal, appointed technical director of CFCM-TV Quebec.

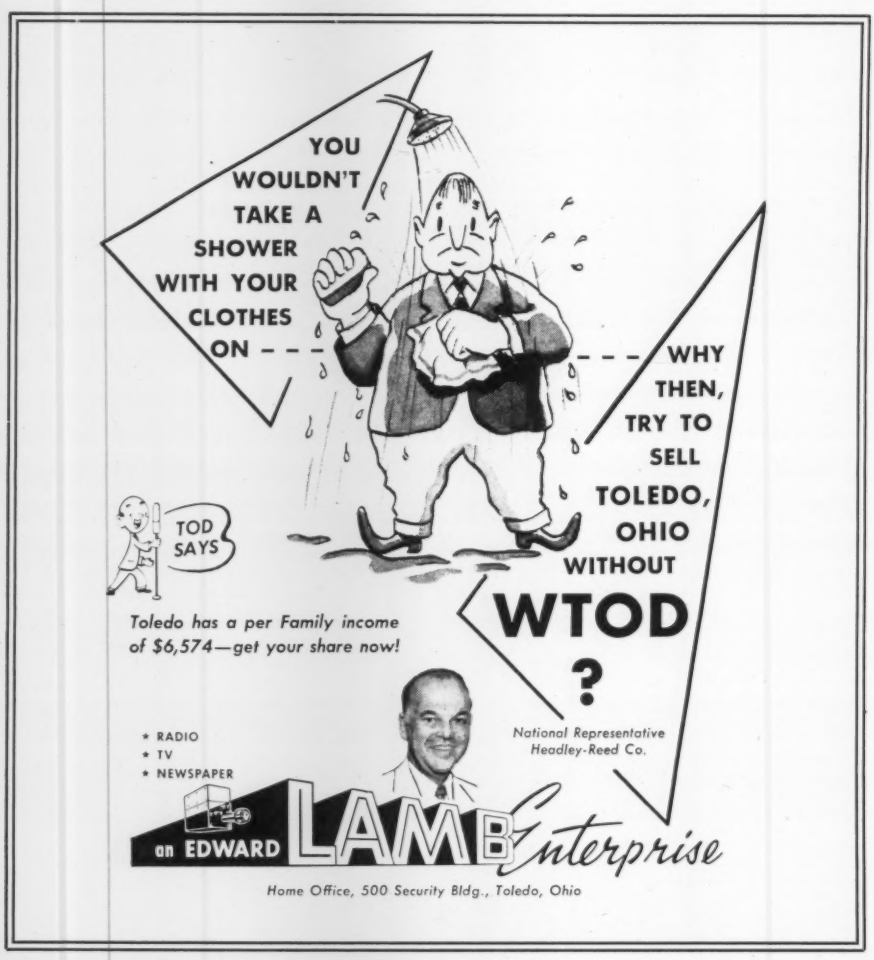
Richard K. Blackburn appointed general manager of WTHT Hartford, Conn., replacing **Glover DeLaney** who assumes management of WHEC Rochester, N.Y., and direction of all Gannet radio stations.

Mr. Blackburn

Bob Garrison to WOOD - AM - TV Grand Rapids as promotion director and **Don McAuliffe** to station's sales staff.

Melvin Winters, advertising and merchandising, Safeway Stores, L. A., to KWKW Pasadena, as promotion and merchandising manager.

O. P. Bobbitt, appointed sales manager for KTBC Austin, Tex. Also appointed to sales staff are **Robert G. Mitchell,** KFYO Lubbock and KTAE Taylor, and **Carolyn Bush,** head of continuity for KTBC. **Van Hutto,** commercial


YOU WOULDN'T TAKE A SHOWER WITH YOUR CLOTHES ON - - -
- - - WHY THEN, TRY TO SELL TOLEDO, OHIO WITHOUT WTOD ?
TOD SAYS
Toledo has a per Family income of $6,574—get your share now!
* RADIO
* TV
* NEWSPAPER
National Representative Headley-Reed Co.
an EDWARD LAMB Enterprise
Home Office, 500 Security Bldg., Toledo, Ohio

manager for KRRV Sherman, Tex., named director of traffic and continuity and **E. Robert Scherer**, to announcing and TV continuity staff of KTBC. **Hal Nelson,** announcer at KCMC Texarkana, appointed TV announcer at KTBC-TV.

Mr. Swift

Arthur M. Swift, salesman at WOOD-AM-TV Grand Rapids, Mich., promoted to general sales manager.

Joseph A. Jenkins, former manager of WNBK (TV) Cleveland, appointed commercial manager for WKJF-TV Pittsburgh.

Clyde F. Meades, account executive at WGH Newport News, Va., promoted to commercial manager, succeeding **Edward E. Edgar,** newly-appointed production and public relations officer of Commonwealth Building & Loan Assn.

Tom Decker, sports director at WNEB Worcester, Mass., appointed program director.

Gene Walz, senior director at WLW Cincinnati, appointed creative program manager at WTAM and WNBK (TV) Cleveland, replacing **Brooke Taylor,** recently promoted to director of programs.

Hunton L. Downs, assistant program supervisor, named program supervisor of American Forces Network in Germany, group of six stations serving American troops in Europe. Mr. Downs succeeds **Louis Adelman,** who has resigned.

Barclay Russell, radio and television m.c. for WOAI-AM-TV San Antonio, appointed assistant program manager for radio.

Hugh Connor, staff announcer, promoted to program director, WQAN Scranton, Pa.

James Pollock, farm and program director at WPTZ (TV) Philadelphia, to WILS-TV Lansing, Mich., as TV program director.

William H. Blackton, *Easton Express*, Easton,

CONNIE COOK, WOW-AM-TV Omaha's new home service director, was introduced to members of the Buchanan-Thomas Advertising Agency at a luncheon held recently by the stations. Meeting her are (l to r) Gene Cuddeback, assistant director of radio and TV for the agency; Adam Reinemaud, Buchanan-Thomas president, and Frank Fogarty, WOW-AM-TV general manager.

Advertisement

From where I sit *by* Joe Marsh

Harvesting a Better America

Rubbed my eyes yesterday when I caught sight of Hap Jackson's truck in Biff Morgan's alfalfa field . . . helping Biff get in his cutting.

Since they've been carrying on a friendly argument for years (originally over how much fertilizer to use per acre of alfalfa), I had to ask Hap what was going on.

"Got my own crop in safely last week," he says. "And since Biff's boy is at the summer encampment of the National Guard, I figured the least I could do was to help him out. After all," Hap went on, "there's *no* argument over how important the National Guard is to all of us."

From where I sit, a fellow like me, who's too old to get in the Guard, can still vote, do a turn at jury duty, and respect others' rights. Even a little thing like respecting a neighbor's right to have, say, beer or buttermilk at dinner is important if we want to keep America good and strong. We have to be on "guard" in more ways than one these days!

Joe Marsh

Copyright, 1953, United States Brewers Foundation

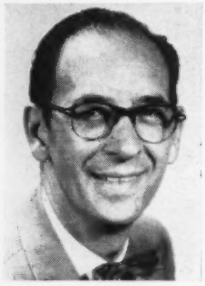
Pa., named regional sales and promotion manager of WGLV (TV) Easton.

Bob Smith, former program director of WTPS New Orleans, to announcing staff of WMC and WMCT (TV) Memphis. **Louis Grundwald** succeeds Mr. Smith as program director at WTPS.

Harry Coon, floor manager at WBBM-TV Chicago, named producer.

Robert C. Connelly, radio and TV director for Cabbot & Coffman Adv. Agency, appointed account executive at WCAE Pittsburgh.

Ed Hagen, WSAU Wausau, Wis., to sales staff of KLZ Denver.



Mr. Pack

Alvin G. Pack, formerly executive vice president of KALL Salt Lake City, Utah, and of Intermountain Network and head of Pack Ad-Visers Adv. Agency and Alvin G. Pack Recording Co., named program director for KDYL Salt Lake City, Utah.

Dana Campbell, formerly assistant director of radio-TV at Henri, Hurst & McDonald, Chicago advertising agency, appointed director of station promotion at WBBM-TV Chicago.

BEFORE looking over his latest copy of B•T, Jack Tipton, KLZ-TV Denver sales manager, was looking over a TV antenna atop a friend's roof. He tumbled from the roof and ended up with both his heels shattered —his experience as a World War II paratrooper notwithstanding. Mr. Tipton was to be back at his desk today (Monday), via wheelchair.

John Knight, in charge of KNBH (TV) Hollywood transmitter atop Mt. Wilson, appointed engineer in charge of all technical operations and engineering.

Ward R. Crowley, sales representative for KGHL Billings, Mont., appointed to sales staff of KVTV (TV) Sioux City, Iowa.

Steve Hunter, program director of WTNT Tallahassee, Fla., to production staff at WLBS Birmingham, Ala.

Betty Carlson to sales promotion dept. of WICC-AM-TV Bridgeport, Conn.

Palmer Payne to WKNE Keene, N. H., as announcer and newsman.

Saul Warshaw to news staff of WALL Middletown, N. Y.

Dave Shaw, announcer, KIEV Glendale, to KFI Los Angeles in same capacity.

Barbara Harrell to continuity staff of WPTF Raleigh, N. C.

Evelyn Kay to WDSU New Orleans as radio personality.

Myron Young to staff of WDRC-AM-FM Hartford, Conn., as control room operator.

G. W. Gear to news staff of KRDO-AM-TV Colorado Springs, Colo.

Ann Trippe White and **Mari Privette** to continuity dept. of KCMO Kansas City, Mo.

William J. Merchant, program director at WMUS Muskegon, Mich., to KSTT Davenport, Iowa, as "morning man." **Harold J. Koenigsacker,** regional sales representative for Paper Mate Pens, to sales staff of station.

M. C. Hofmann, WENR Chicago, to engineering staff of WDLA Walton, N. Y.

Paul Sealy and **Alan Hinshelwood** to transmitter staff of WIS Columbia, S. C. **Joel Brice** and **Tommy Tucker** named control operators of station. **Henry Wesley** to WIS-TV as transmitter operator.

Lix Wagner to WSPD-AM-TV Toledo as music librarian. **Marilyn Hartman** to station's TV

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

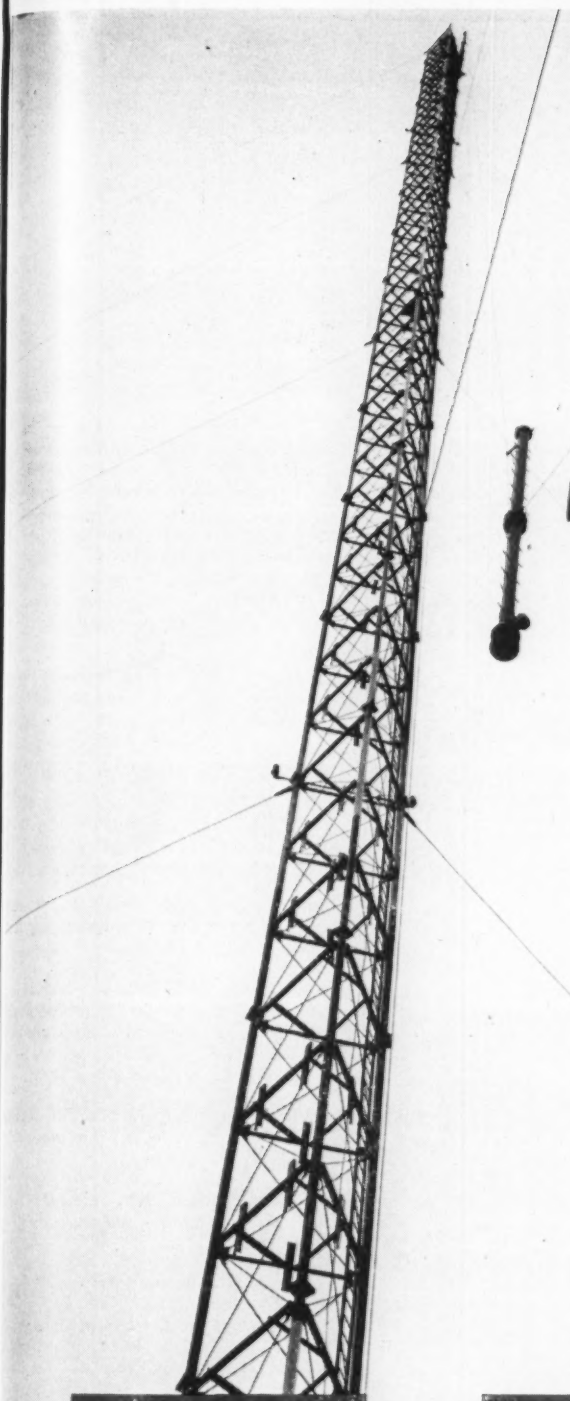
Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

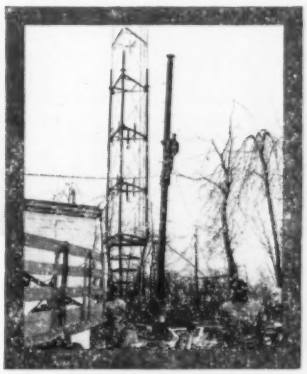


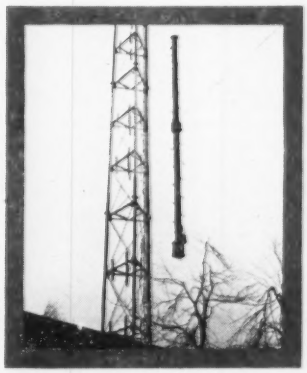
up goes another

WORKSHOP COSECANT UHF ANTENNA

Station WGLV-TV at Easton, Pennsylvania, will go on the air shortly on channel 57 equipped with a Workshop Model WA-25-57 cosecant television antenna. This new Workshop UHF antenna has a power gain of 25. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Simple mechanical design eliminates all insulators (except for gas seal), de-icing and field repair problems. The plastic weatherizing windows, dyed "international orange," completely eliminate painting.

For further information on Workshop UHF-TV antennas, write for Bulletin TV-100.





WORKSHOP ASSOCIATES DIVISION ▸ THE GABRIEL COMPANY

Endicott Street, Norwood, Massachusetts

We believe...

. . . a radio station has a duty, to its advertisers and listeners—and that a statement of our beliefs and policies is important to both our listeners and our clients.

1 We have one rate card. All WGAR advertisers pay the same amount of money for similar services.

2 We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3 Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4 We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely . . . and free . . . over our facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5 We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.

★

If you are not advertising on WGAR, we invite you into the good company of those who are.

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

LISTENING to a talk by Chris J. Witting (standing), managing director of DuMont TV Network, at a dinner given by DTN to 220 members of the Radio & Television Executives Club of New York during inspection of DTN's Tele-Centre, are (l to r): Robert Burton, BMI; Bruce Robertson, B•T senior associate editor and RTEC board member; Ted Bergmann, DTN sales director; James M. Gaines, vice president, General Teleradio Inc. (WOR-AM-TV New York) and RTEC president; George Shupert, United Artists Television, and James L. Caddigan, DTN programming and production director.

production staff and **Betty Sanford** to AM traffic staff. **Jack Mullen** to floor studio staff.

Walter J. Damm, vice president and general manager of WTMJ-AM-TV Milwaukee, in Milwaukee hospital for surgical treatment for week or ten days, starting July 19.

Roy A. Roberts, president of Kansas City Star Co. (WDAF-AM-TV), entered St. Luke's Hospital for physical checkup and rest.

Miller C. Robertson, president and general manager of KEPO-AM-TV El Paso, Tex., elected vice president of El Paso Sales Executives Club for 1953-1954.

Maj. George D. Robinson, station manager of WSUN-TV St. Petersburg, Fla., received Mighty Monarch trophy from Majestic Div. of Wilcox-Gay Corp. for his contribution to advancement of TV in field of electronics.

Phillips G. Terhune, general manager of WTSA Battlesboro, Vt., appointed Windham County (Vt.) campaign director for National Foundation for Infantile Paralysis 1953-54 drive.

Harriet Pressly, women's director at WPTF Raleigh, N. C., named North Carolina state chairman for American Women in Radio and Television.

Johnny Grant, KMPC Hollywood disc m.c., awarded special citation by Los Angeles County Peace Officers Assn. for work among teenagers in combatting juvenile delinquency.

Eleanor Hanson, director of women's activities at WHK Cleveland, received Outstanding Achievement Award from Ohio State Safety Council for her *Modern Home* program.

Harry Voelker, promotion manager at KTBC-TV Austin, Tex., father of girl.

Ralph Sisson, account executive at WSPD-TV Toledo, father of girl, June 15. **Frank Venner,** TV announcer at station, father of boy, Michael.

James Willingham, account executive at WIRE Indianapolis, father of boy, Scott Anthony.

Shirley Dinsdale, West Coast TV ventriloquist, and Frank Layburn, field engineer, Sperry Gyroscope Co., Springfield, Mass., were married July 14.

Peter L. Mertens, 38, national sales manager at KIRO Seattle, died July 8.

Networks

Henry Howard Jr., in charge of business affairs for CBS-TV Hollywood, to program business affairs dept. of CBS Radio, N. Y. **David Klinger,** who has been with CBS Radio business affairs, assigned to CBS-TV business affairs, N. Y.

Jack Owens, star of own program on ABC radio and KECA-TV Los Angeles, signed to exclusive two-year contract by network.

Rush Hughes rejoins Don Lee Bcstg. System, Hollywood, as host on five-times-weekly quarter-hour *Hughes Reel.*

William D. Shaw, general manager, CPRN and KNX Hollywood, presented with special award for supporting Ground Observer Corps program by Maj. Gen. Walter E. Todd, commanding general, Western Air Defense Command.

Harlow Wilcox, announcer, NBC radio *Fibber McGee and Molly,* and Gina K. Cass were married July 12.

Bill Bennett, member of ABC Chicago press dept., and Margo Miller, chemist at Abbott Labs., were married July 2.

Manufacturers

Roy E. Nelson, equipment sales field engineer, Tube Dept., RCA Victor, RCA, promoted to newly-created post of manager of semi-conductor equipment sales.

George V. Rosenquist, assistant to president of Lee Spring Co., named works manager of J. C. Warren Corp. (magnetic tape recording and

Pink+Blue=Greenbacks

COLORFUL solution to bill-collecting problems of KROW Oakland, Calif., has been devised by Paulie Landon, office manager. First past due notice, mimeographed on pink paper, reminds: "We hope this SHOCKING PINK reminder will startle you enough to cause you to send us a check etc." Next notice, on blue paper, points out in verse: "As you see I'm just plain BLUE. . . MY SHOCKING PINK reminder brought no check from you!"

the new 1953 '54

TIMED for the 1953-54 season, a brand new member of the **B. T.** family, the **TELECASTING Yearbook & Marketbook** combines the indispensable analyses of the **MARKETBOOK** heretofore published in mid-August, with the all-inclusive reference directories and guides of the **YEARBOOK** . . . two fully-indexed and annotated productions in a single volume.

It's a brand-new approach to buying guides. It evolves from pre-publication field testing of agencies, advertisers, film executives . . . tailored to their needs.

It meets the urgent need for up-to-date data on burgeoning TV . . . 180 stations on the air in 120 markets, against 109 in 64 a year ago . . . 370 stations authorized . . . county by county TV homes . . . coverage . . . rates. Replete with what the decision-maker demands.

Vital Statistics

Advertising deadline July 27 (for proof); final deadline August 5. Minimum space: half page for station positions; all other directories 1/6th page or more.

FOR RESERVATIONS CALL ANY B-T OFFICE:

Washington 4, D. C.	New York 22	Chicago 1	Hollywood 28
870 Natl. Press Bldg.	444 Madison Ave.	360 N. Michigan Ave.	Taft Bldg.
Metropolitan 8-1022	Plaza 5-8355	Central 6-4115	Hollywood 3-8181

EVEN IN VIENNA
THEY WATCH
W·H·E·N

Not for dancing, but for year 'round enjoyment people in Vienna watch WHEN and then shop the Syracuse Market.

Vienna, N. Y., reacts to television as enthusiastically as the other communities in the rich 26-county market covered exclusively by WHEN. This enthusiasm is reflected in the increased sales volume of WHEN advertisers. Over 2¼ million people with a high, stable buying income are your prospects. It's the heart of the Empire State. You get maximum effectiveness from your advertising dollar and GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH ONE MEDIUM—WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

allied electronic equipment), and **Robert C. Jackson,** former assistant publisher of *Quick* magazine, appointed executive assistant to **J. C. Warren,** president of electronics firm.

John T. Caviezel, manager of new market development for TV, Crosley Div. of Avco Mfg. Corp., Cincinnati, appointed manager of TV sales section. **DeWitt Suplee,** head of new market development program in Eastern Div., succeeds Mr. Caviezel as manager of new market development for TV.

Mr. Caviezel

W. T. Buschmann, production requirement and service coordinator, appointed to newly-created post of product sales manager of radio receiving tubes, Sylvania Electric Products Inc., N. Y.

George B. Fraser, former vice president and general manager of The Astatic Corp., Conneaut, Ohio, elected president.

A. Raymond Bermond, assistant advertising manager for Hallicrafters Co., named advertising manager of radio division.

John W. Butler, purchasing agent for Radio Craftsman Co., appointed to sales staff of Manufacturers Engineering Representative to the Electronic Trade, Chicago, Ill.

Representatives

Paul Mulvihill, station representative, Toronto, has opened Montreal office at 1434 St. Catherine St. W., with **Murray MacIvor,** formerly of the radio dept. of Young & Rubicam Ltd., Toronto, as manager.

Cease & Desist

WKPA New Kensington, Pa., disc jockey Phil Brooks was asked by the chiefs of police in that city and Cheswick, Pa., to desist after he decided to measure the audience of his new remote show from Milt Trebac's Paragon in Cheswick. He invited listeners with auto radios to blow their auto horns as they passed the Paragon, to find out how many were listening to his show. The ensuing noise brought the order from police.

Program Services

Arnold Berry, director of costs and budgets for Columbia Records Inc., appointed director of international relations, and **Leon Ruysschaert,** manager of Columbia's export division, named director of export sales.

Hal Thompson, WOR-TV New York, to Sandy Howard Productions, that city, as associate producer of *The Merry Mailman* radio and TV programs.

Trade Associations

Curtis Kenyon, TV film writer with Jack Chertok Productions, Hollywood, and **Harry Tugend,** writer-producer, to Screen Writers' Guild. **Nora Padway** to SWG as assistant executive secretary.

Personnel Relations

Clayton Thomason elected to fill unexpired term of late business manager **Robert Leicester,** Hollywood Scenic Artists Local 816, IATSE.

THEIR TENURE with KMPC Hollywood totals 103 years and in recognition of service KMPC established a Ten Year Club. Veterans are (l to r, rear) Earl A. Lieske, engineer, 17 years; Mel Cody, chief control engineer, 11 years; Harold Bender, engineer, 17 years; Oren Mattison, secretary-treasurer, 12 years; Robert O. Reynolds, vice president and general manager, 14 years; (l to r, front): Charles Stone, chief announcer, 10 years; Rowena Geraghty, executive secretary, 10 years, and Loyd Sigmon, vice president and assistant general manager, 12 years. Two other club members not shown are Joseph Taylor, maintenance engineer, 18 years, and M. O. Bradovick, engineer, 13 years. Those with 15 years or more service were presented with watches, with 10 year members receiving portable radios.

BRITISH ADVISORY UNIT HANDS DOWN SUGGESTIONS FOR TV'S FUTURE COURSE

First report of the Postmaster General's study group covers extension of government-operated service, commercial TV (if any) and color

EXTENSION of British government-operated television in the vhf band—with commercial TV (if approved) predominantly in the uhf band—was the consensus of the Postmaster General's Television Advisory Committee in its first report a fortnight ago.

The committee also recommended that future color TV be "compatible." It suggested that only every third channel in the United Kingdom's Bands IV and V (470-585 mc and 610-960 mc) be allocated for TV so that if color requires a wider bandwidth, stations could utilize adjacent frequencies.

ENGLAND

The advisory committee, chairmanned by Admiral Sir Charles Daniel, was appointed in October 1952 to recommend to the Postmaster General the future of TV in Britain. Under government ownership, British Broadcasting Corp. operates four stations in Band I (41-68 mc), uses a 5-mc bandwidth for all except Ch. 1 (which uses 6.75 mc). BBC uses a 405-line standard for TV, 25 frames, AM sound.

Earlier this month, the Tory government announced in the House of Lords and in the House of Commons that it will publish a "White Paper" on commercial television in the fall. This would, it was explained, define the terms under which "competitive" TV might be "permitted."

Best means of permitting BBC to complete its primary TV service to cover all the United Kingdom is to permit it to use the two channels immediately available in Band III (174-216 mc), the Advisory Committee said. It also declared that this would permit three or four commercial stations to be assigned—if commercial TV is approved—mainly in London, South Lancashire and central Scotland.

The Committee also recommended that a third channel be cleared as soon as possible in Band III. Some parts of this band are now in use for aeronautical radio navigation aids, mobile and fixed communications and business services. There are eight possible TV channels in Band III.

Major question, which the Committee acknowledged but did not answer, was whether BBC's secondary TV service should be retained in vhf or operated in uhf (Bands IV and V). If retained in vhf channels, viewers would have little expense in adapting their sets for a second TV program, the Committee said, but such a move would require commercial TV to be allocated to uhf, which would start a "competitive" service under the handicap of converters.

Band II (87.5-100 mc) is not wide enough for TV, the Committee said, but could be used for sound broadcasting. A separate report on its use would be forthcoming, the Committee said. Since 3-D television is in the distant future, no notice was taken of it.

The Committee disclosed that there are 48 commercial applicants for Band III (30 high power, 8 medium power and 10 low power), and 29 commercial applicants for Bands IV and V (26 high power, 3 low power). There are 11 applicants for commercial TV with no band specified.

Although Band I is now occupied by BBC, the Committee suggested that there may be space available for additional stations for "any users."

The Committee used 500 uv/m as the standard minimum field strength for vhf and 3,000 uv/m for uhf.

In discussing color TV, the Committee recommended that any standards should insist on compatibility—so present TV receiver owners can continue to get black and white pictures of colorcasts. In suggesting that every third uhf channel be allocated, the Committee pointed out that this would permit wider bandwidth if 5 mc color TV is not feasible. At the same time, the initial 5 mc could be utilized for the black and white portion of the color signal, thus making any standards compatible.

In discussing U. S. activity in the color TV field, the Committee said:

. . . Considerable ingenuity has been exercised in doing this [referring to the National Television System Committee's color TV signal specifications] and full advantage taken of the limitations of the eye in appreciating colour differences. However, the system has not yet proved itself in field trials and it may be premature to conclude that a fully satisfactory colour television system can be confined to the channel bandwidth required for monochrome television of equal definition. The problem is simplified if the colour information can be transmitted in a clear space immediately adjacent to the frequency bandwidth occupied by the "black and white" signal.

In the government's announcements in Parliament, it was said that BBC would proceed in the next 18 months to install new TV transmitters at Aberdeen, Belfast, Isle of Wight, Plymouth and Pontop Pike and to institute service to the Channel Islands and the Isle of Man. This would cover 90% of the British people, it was said. The government spokesmen also said that the London transmitter would be moved from Alexandra Palace to the Crystal Palace—presumably with higher power.

Fact that BBC was given 18 months to round out its TV plant was seen by some observers as indicating there would be no commercial TV, if approved, before 1955.

Some of the points which the "White Paper" on commercial TV might cover would include such subjects as these, according to Government spokesmen: (1) Limitation on the number of stations under common control; (2) limit on the number of commercial stations at first, including low power and limited range; (3) establishment of a "Controlling Body" (like the FCC) to advise the Postmaster General on licenses and to see that programs conform to standards to be laid down—possibly calling for advance review of programs or scripts, warnings to offending stations, and recommendations regarding suspension or revocation of offending stations' licenses; (4) responsibility for what goes out over the air to be the licensee's; (5) maximum number of hours, restrictions on the type of products to be advertised, and the percentage of time and place of advertising matter in programs.

Dissenting from the report was C. O. Stanley, of Pye Ltd. Mr. Stanley called for a completely new approach to the allocation problem, including the esablishment of British "FCC" to control all frequency allocations and assignments.

Other members of the committee were: E. W. Playfair, Treasury; F. C. Musgrave, Supply; Sir Ben Barnett, Post Office; Lt. Gen. Sir Ian Jacob, BBC; G. Darnley Smith, Radio Industry Council; Sir Edward Herbert, Charles McLaren (Lord Aberconway), and E. M. Fraser, independent members. R. J. Broadbent of the Post Office Dept. was secretary.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

RCA now has several excellent positions open in the fastest growing branch of the television field—color television equipment design and development:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-000, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RADIO CORPORATION of AMERICA

KING COUNTY (SEATTLE) ACCOUNTS FOR SLIGHTLY MORE THAN HALF THE PUGET SOUND MARKET

The population of Seattle-King County represents but 57% of the prosperous area so capably served by KTNT-TV. The Seattle-King County population is important to advertisers, but just as important are the other 550,300 able-to-buy folks in the fabulous Puget Sound area. Over 60% of the families own TV sets, and they are tuning to KTNT-TV. And set sales continue to boom! Going beyond the area's present 266,900 sets.

Send for the complete KTNT-TV story.

KTNT-TV Coverage Area	
Families	418,100
Population	1,318,700
Retail sales	$1,316,645,000
Net Effective Buying Income per family	$5,285
TV sets in Area (June 1)	266,900
Population of the KTNT-TV Area	
King County (Seattle)	768,400
Pierce County (Tacoma)	293,700
Other Counties	256,600
TOTAL	1,318,700

KTNT-TV 125,000 WATTS SOON

CHANNEL 11

Affiliated with CBS and DuMont Television Networks

Transmitter strategically located at Tacoma in Middle Puget Sound.

Sales Representatives:
Weed Television, Nationally
Art Moore & Son, Pacific Northwest

THREE CANADA TVs PLAN '53 STARTS

CKSO-TV Sudbury is favored to be the first independent television station on the air. All nine of the independents plan to be in operation by May 1954.

THREE of the nine Canadian independent TV stations expect to be on the air before the end of the year, according to a survey of licensees. It still is a race to see who will be on the air first, with present conditions favoring CKSO-TV Sudbury, where there

CANADA has been no TV reception of any kind to date. The station hopes to have a test pattern on the air, using RCA-Victor equipment, by late August, and films by early September. Closest among other stations are CFCM-TV Quebec, which expects to put a test pattern on the air in November, programs before Christmas, and CFPL-TV London, test patterns by late November. Most of the other stations expect to be on the air early next year, with dates varying to May.

CHCH-TV Hamilton expects to be ready by Feb. 15, following some changes in connection with its shift from Ch. 13 to Ch. 11. Station will be equipped with RCA-Victor transmitter and directional antenna which will put its signal primarily into the southeast and northwest direction, minimizing its signal in the Toronto area, northeast of Hamilton.

CKLW-TV Windsor-Detroit is not expected to be on the air until next May, following its decision to apply for full power of 325 kw video on Ch. 9 at the Sept. 3 meeting of the board of governors of the Canadian Broadcasting Corp. at Edmonton. CKLW-TV has tentatively ordered RCA-Victor TV equipment, its present construction permit calling for 103 kw video and 61.8 kw audio.

CBUT Vancouver, CBC outlet, and first Canadian TV station on the Pacific Coast, is now expected to be on the air sometime in November, according to E. L. Bushnell, assistant general manager of CBC. A temporary antenna will be erected and film and kinescope recordings only will be telecast until completion of TV studio facilities.

Canadian Marconi Co. has been awarded contract for CBUT Ch. 2 transmitter with 5 kw video power. Transmitter building on Mount Seymour is now under construction and will be ready in October.

Seven of the TV licensees have appointed All-Canada Radio Facilities Ltd., Toronto, as national representative in Canada. These are CKCK-TV Regina, CHCH-TV Hamilton, CFPL-TV London, CKSO-TV Sudbury, CHSJ-TV St. John, CJCB-TV Sydney, and CKLW-TV Windsor-Detroit. CFCM-TV Quebec has appointed Jos. Hardy & Co. as representative, and CJBR-TV Rimouski has appointed H. N. Stovin & Co.

Advertisers are showing considerable interest in the stations as most are in markets which have had little, if any, TV reception from other Canadian or U. S. border stations. While station executives have not yet learned how much time will have to be set aside for CBC national programs (about 10½ hours a week, according to CBC announcements), tentative program time and announcements have been booked by national advertisers.

Godley Co. Completes Venezuelan FM System

PAUL F. GODLEY Co., consulting radio engineers, has completed the installation of a vhf FM communication-operating system to provide control and communications

VENEZUELA along the 90-mile railroad in Venezuela constructed by U. S. Steel Corp. from its Cerro Bolivar mine to the Orinoco River port of Puerto Ordaz. The system not only provides five telephones and two teletype channels, but also is used in remote control of switches, signals and interlocking on the two-way, single-track railroad from a central point in Puerto Ordaz. RCA transmitting and receiving equipment was used. Mr. Godley estimated that the savings effected by the use of vhf over a wire line system amounted to $600,000. The Godley firm also has been involved in the U. S. Steel Corp.'s high frequency communications between Caracas and the mine, and also in the communications system along the Orinoco and Macareo rivers.

Nippon TV Network Building Under Supervision of Unitel

EQUIPMENT now is being installed for the first of the Nippon Television Network Corp.'s stations in Japan, it was announced last week. Work is under the supervision of William C. Cothron, supervisory engineer for

JAPAN Unitel Inc., New York, consultant firm.

Network is being financed initially on a private enterprise basis through sale of capital stock. Stockholders represent practically every phase of Japanese business, including film companies and newspapers.

Key station of the network is to be located in Tokyo. A chain of 18 to 20 relay stations, strategically located on mountaintops, will be utilized to eventually blanket the entire population of Japan. Within a year, according to the announcement, Tokyo, Osaka and Nagoya areas will have television coverage.

TV Makes Strides in Europe, Andrea Says After Trip Aboard

TELEVISION "is making good strides" in Europe but to some extent is hampered by the "conservative attitude of most Europeans," Frank A. D. Andrea, president of Andrea Radio Corp., reported last week upon

EUROPE his return from abroad.

He said because "people are not buying sets in great quantities" in Europe it will take manufacturers and broadcasters longer to refine their processes and develop the art."

Mr. Andrea said "both Italy and France have an advantage over the U. S. in that power is not limited. I looked at a program in Venice that was being broadcast from Rome and it came in very well despite the distance. They do not have coaxial cables and must depend upon a direct broadcast. For best results, however, we had to wait until 9:30 p.m. Of course, one great disadvantage in Europe is that stations in each nation broadcast on a different frequency. They would do well to copy our system as it will help the industry in each of the nations.

"In Paris . . . there are 70,000 television sets, and their biggest problem is the quality of the programs they broadcast. Better and more regular television programs there would encourage a more rapid growth of sales of TV receivers."

TIFF WITH AFM ON AFTRA AGENDA

National Convention to review union's new problems during four day session in Hollywood starting Thursday.

LONG-SIMMERING controversy between American Federation of Television & Radio Artists and American Federation of Musicians over musicians who double as singer-m.c.'s and entertainers will be a major topic at the four-day AFTRA national convention starting Thursday at Hollywood's Roosevelt Hotel.

The AFTRA-AFM fight flared up last month in a juridictional controversy at Los Angeles [B•T, July 13].

Tentative agenda also includes a possible welfare and insurance plan for AFTRA members, the new recording code to replace that expiring July 1954 (as no national meeting will be held before then), control of "charity" telethons, reports of various committees and officers, selection of next year's convention city and election of new officers.

Senate Hearing Planned On Bill to Probe 'Red' Unions

A SENATE Internal Security subcommittee plans hearings this month on a bill (S 1606) that would permit the Subversive Activities Control Board to investigate alleged Communist domination and control of labor unions.

Sen. John M. Butler (R-Md.), author of the bill, is subcommittee chairman. With him are Sens. Herman Welker (R-Idaho) and Pat McCarran (D-Nev.). Under the bill, if the control board found in the affirmative, it could bar the union from bargaining for its membership. The National Labor Relations Board, according to the bill, would hold a new election for a successor bargaining agent.

Screen Extras Guild Re-elects Richard Gordon

RICHARD H. GORDON was re-elected president of Screen Extras Guild (AFL), Hollywood, at its annual membership meeting July 12. Other officers are Franklyn Farnum, re-elected vice-president; William H. O'Brien, second vice-president; George Barton, third vice-president; Beulah Parkington, recording secretary, and Jeffrey Sayre, treasurer.

The board of directors includes Leo Abey, Louise Bates, Polly Burson, James Carlisle, Paul Cristo, Victor Groves, Robert Hale, Kenner Kemp, Tina Menard, Rose Plumer and Miss Parkington, three-year terms; Florence Wix, two-year term, and Evelen Ceder, one-year term.

Edd X. Russell, first SEG president, was appointed to a newly-created position of president emeritus.

WFPG Keeps Operating During AFTRA-IBEW Strike

WFPG-AM-FM-TV Atlantic City, N. J., have been operating since July 4 with a supervisory personnel following a walkout by AFTRA personnel. IBEW technicians left duty at the same time, according to Fred Weber, president of the stations.

Mr. Weber said an agreement for a new one-year contract was reached June 22 with AFTRA in the presence of the New Jersey state mediator. He said AFTRA made new demands July 2, including an extra fixed fee for reading commercials during shift. Base pay under the new contract agreement had been $66.25 to $79.75 per week according to seniority, effective for 26 weeks, with $1.25 to be added for the following 26 weeks, Mr. Weber added.

He said less than an hour of TV time and one hour forty minutes of radio time was lost as result of the walkout.

NABET Negotiates With ABC

NEGOTIATIONS for wage increases and fringe benefits are being conducted with ABC Hollywood by National Assn. of Broadcast Engineers & Technicians for 20 building maintenance and 11 publicity and promotion employes. National Labor Relations Board decision on network office workers, as to unit description and election date, is yet to be made.

Public Should Judge Subscription TV—Borkin

FATE of subscription TV should be decided in the "open market-place," Joseph Borkin, former assistant to the Attorney General and author of "Television—The Coming Struggle for Power," told the Washington Advertising Club last week.

The only way TV will get up-to-date feature motion pictures is when there is a home box office capable of returning from $1 to $5 million to Hollywood producers, Mr. Borkin asserted. That home audience already exceeds 20 million, Mr. Borkin pointed out. He also asserted the belief that the first crack in the familiar broadcasting system supported entirely by advertisers has appeared: The sale of five Notre Dame home football games to be televised and shown exclusively in theatres via theatre TV [B•T, July 13].

Firms Interested in TNT

THEATRE Network Television announced last week that 53 companies have expressed "specific interest" in the possibilities of closed-circuit television meetings as a result of developmental work by TNT the past year.

Victor Ratner, director of TNT's Tele-Sessions, the division that arranges for business telecasts, said the 53 are in addition to such organizations as AT&T, Ford, General Electric, General Motors, Lees Carpets, Westinghouse, and others which have used various forms of closed circuit TV in the past year.

It's So Easy to Listen to WBNS

Central Ohioans set their dials at WBNS and relax. More Central Ohio people listen to WBNS than any other station. Popular staff personalities, plus top CBS programs add up to the *20 top-rated programs* and hour after hour of listening pleasure. Sponsors profit more when they reach this big audience of steady listeners.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

XUM

Dage Shows TV Station Equipment in Washington

FIRST showing of Dage Electronics Corp. commercial TV station equipment was held in Washington last week at the Hotel Statler. Shown was a dual camera chain and associated equipment, packaged to sell for $12,000. Featured in the company's line is the lightweight of its gear and its low price—claimed to be about one-third of competitive apparatus.

Using RCA's Vidicon tube, Dage has designed its equipment around the "suitcase" principle, permitting flexibility and mobility. Equipment includes, in addition to the two cameras, two camera controls, a switcher and a sync generator. Vidicon tubes cost $345—compared to image orthicon's $1,250, Dage General Sales Manager Daniel Meadows pointed out. It has a resolution of 4-500 lines, Mr. Meadows explained, compared to the 600-line resolution of IOs. Equipment is capable of being used for studio or remote coverage, Dage said.

Company's headquarters is in Beech Grove, Ind. George Fathauer is chairman and James Lahey, president.

TWO youthful electronics students from New Haven, Conn., get a chance to watch professionals in action at Clifton, N. J., as guests of Dr. Allen B. DuMont. Frank Newman advertising manager of DuMont's television transmitter division, shows the mechanism of a network-type TV camera to Jeffrey Howard (l), 12, and Donald Wasserman, 14.

Develop New Overload Switch

FEDERAL TELEPHONE & RADIO Corp., Clifton, N. J., IT&T associate, reported last week that the company has developed a new Overload Radiation switch that "provides complete protection against tube failure due to anode overheating." It is said to have numerous applications in radio transmitters, tube test sets and other electronic devices.

Reeves Technique In Use

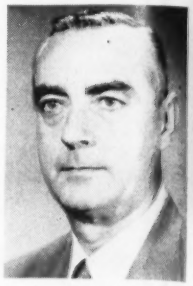
REEVES Soundcraft Corp., New York, announced last week that its new Micro-Polishing process currently is being used in the manufacture of the complete line of Soundcraft Magnetic Recording Tapes. Process is said to "materially reduce magnetic drop-outs" in magnetic film records and in highly critical tapes for telemetering and other calculating applications.

Massoth, Lloyd Get RCA Victor Promotions

THOMAS W. MASSOTH, controller of RCA Victor's Engineering Products Dept. since 1946, has been named to the newly-created post of operations control manager, Theodore A. Smith, vice president in charge of the department, said last week.

Wilbur E. Lloyd, assistant to the controller, has been promoted to controller, Mr. Smith said.

A veteran in RCA Victor's accounting and financial service and winner in 1951 of the Award of Merit, the company's highest employe honor, Mr. Massoth will coordinate and head the staff and administrative activities of the Engineering Products Dept., Mr. Smith said.



Mr. Massoth

IT&T Merge Subsidiaries

IT&T STOCKHOLDERS voted at a special meeting in Baltimore July 10 to merge the corporation's principal U. S. manufacturing and research subsidiaries with the parent company. Affected companies, which now become IT&T divisions, are Capehart-Farnsworth Corp., Fort Wayne; The Coolerator Co., Duluth; Federal Telcommunication Labs, Nutley, N. J.; Federal Telephone & Radio Corp., Clifton, N. J., and Kellogg Switchboard & Supply Co., Chicago.

Edwin H. Smythe Dies

FUNERAL services were held last Tuesday for Edwin Hutchison Smythe, 79, radio-electronics patent-holder and inventor, who died July 12 at his home in Evanston, Ill. Mr. Smythe, who is credited with some 70 patents in radio, radar, telephony and electronics, was associated with several companies of the Bell telephone system. He also was a consulting engineer and once conducted experiments with Dr. Lee DeForest, electronics pioneer. Mr. Smythe is survived by his widow, a daughter and two sisters.

AT&T Completes Midwest Link

NEW radio-relay system linking Chicago, Milwaukee and Minneapolis was completed last week by the Long Lines Dept. of AT&T. Augmenting existing facilities in the Great Lakes region and tying in with coast-to-coast cable and microwave routes at Chicago, the new route was constructed to provide for TV network extensions and telephone growth. The Chicago-Minneapolis section was opened last Tuesday; the Chicago-Milwaukee section on June 15.

MANUFACTURING SHORTS

Raytheon Mfg. Co., TV & Radio Div., Chicago, appoints Higgins Distributing Co., Baltimore, as franchised distributor of Raytheon TV sets in Baltimore area.

Webster-Chicago Corp. is introducing new table model high fidelity phonograph with three speakers.

The TIME of Your Life— on the

New WJAS AM & FM

HERB MORRISON, Bill Brant, and Barry Kaye broadcast daily to a total population of 3,060,317. News every THIRTY MINUTES . . . music all day long.

Herb Morrison—7:15 A.M. Daily

BILL BRANT, Barry Kaye, and Herb Morrison sell daily in a market with 787,417 radio homes. Nine hours of tastefully selected music every day. Complete local and world-wide news coverage EVERY THIRTY MINUTES.

"The Bill Brant Show"—Daily 6-10 A.M.

BARRY KAYE, Herb Morrison, and Bill Brant daily tap a market loaded with $2,847,991,000 annual retail sales. TWO top shows . . . THREE top personalities. Brant and Kaye with the music . . . Morrison directing the news.

"The Barry Kaye Show"—Daily 3-7:30 P.M.

1320 Kc.
5000 Watts

MONEY THE ~~SUNNY~~ SIDE OF THE DIAL

NATIONAL REP. George P. Hollingbery Co.

FIRST TRAINEES at the U. of Houston's program for new commercial television personnel are these five from KNOE-TV Monroe, La. Examining a TV camera at KUHT (TV) they are (l to r) Mrs. Nell Grigsby, Irving Zeidman, Jack Ansell Jr., Jack Ratliff and Ed Love. The two weeks of intensive training is designed to ready them for their station's opening Aug. 2.

Urges Educators To Merge Commercial Know-How in Plan

PITFALLS that loom if educational TV is allowed to be dominated by Hollywood and New York production methods were described last Monday by Dr. Robert T. Rock Jr., visiting professor at the All-University Lecture Series at Syracuse U.

Dr. Rock, professor of psychology at Fordham U., declared that the early promise of educational radio and film has never been achieved because "educators as a group abdicated leadership to Hollywood producers, who are accomplished in the entertainment field but are unaware of the requirements for effective instructional programs."

The answer, according to Dr. Rock, is teamwork between the commercial TV producers with technical know-how and the educators who can best define the goals and appropriate instructional techniques.

Study College TV Setups

STUDY of Iowa and Michigan educational TV centers is slated this summer by members of the U. of Wisconsin radio and TV projects. The men, WHA Madison program director William Harley, TV director Raymond Stanley, and TV engineers Lawrence Anderson and Duncan Godshall will study at WOI-TV Ames, Iowa, and the Michigan State Closed-Circuit Laboratory, East Lansing. The Wisconsin U. TV station is planned for operation early in 1954.

'Omnibus' Names Three

APPOINTMENTS of Fred Rickey as producer and Andrew McCullough and Robert Banner as directors of the *Omnibus* television program were announced July 1 by Robert Saudek, director of the TV-Radio Workshop of the Ford Foundation, which produces the 90-minute show.

WROL Knoxville and WUOT (FM) there (U. of Tennessee outlet) are presented Public Interest Awards for 1952 by the National Safety Council. L to r, Dr. C. E. Brehm, president, U. of Tennessee; George Miller, president, Tennessee Safety Council and Southern Safety Congress, presenting awards; W. H. Linebaugh, executive vice president, and Paul Mountcastle, president, both Mountcastle Broadcasting Co., WROL licensee.

WANTED:

RESULTS!

Okay! How does this sound?

Three 90-second live commercials for Home Owners Supply Company of Lincoln, scheduled opposite top network shows on local CBS and NBC outlets, gave these results

341 Calls ON 3 TRUNK LINES

Results were so outstanding that it was necessary for the advertiser to employ an additional salesman.

KOLN-TV can do the same for YOU!

For BEST results in Southeast Nebraska

it's **KOLN-TV** CHANNEL 12

LINCOLN, NEBRASKA

DuMont Affiliate

See WEED TV

26,900 Watts Visual
12,400 Watts Aural

. . . Still Going STRONG!

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

PROFESSIONAL SERVICES

Pereira & Luckman Services Offered to CBS-TV Affiliates

CBS-TV last week offered to all its affiliates the counseling services of Pereira & Luckman, architects and engineers for CBS' multi-million dollar Television City in Hollywood and most other CBS-TV construction of the past several years.

The network offered to put any of its affiliates in touch with the firm under an arrangement whereby one of the senior partners of P&L and any other specialists that may be needed will visit the station long enough to study its particular requirements.

Slight Charges

Only charge for the initial consultations will be for out-of-pocket expenses. Affiliates who wish to engage the firm for further consultation or for the actual architectural and engineering work may then make their own arrangements with P&L.

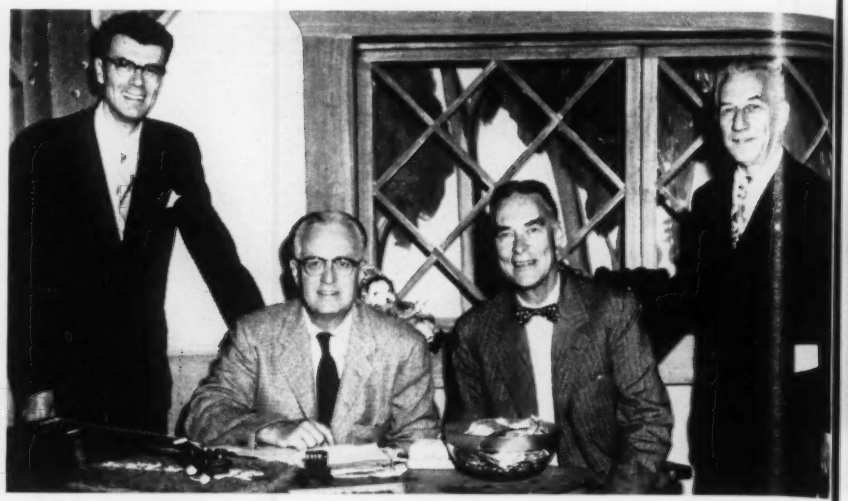
Henry Opens Own Offices As Station Consultant Service

MARTIN L. HENRY, for several years controller of Free & Peters, station representation firm, last week announced opening of his own consulting offices to handle tax and accounting problems of radio and TV stations. His offices are at 444 Madison Ave., New York. Mr. Henry said Free & Peters is retaining his services as a consultant, and that several major stations already have been added to his client list.

Publicist Groups Names Group To Study Employment Field

PUBLICISTS GUILD, Hollywood, has set up a seven member policy committee to study employment possibilities in TV and allied fields for publicists made jobless by recent motion picture studio slowdowns. Committee members are Jim Eddy, Bill Watters, Harry Mines, Judd Bernard, Leonard Shannon, Jack Mullen and Reavis Winckler.

IN THE PUBLIC SERVICE



MASSACHUSETTS' Gov. Christian A. Herter recently appeared on WBZ-TV Boston to thank the people of New England, especially children, for the work they are doing in raising money for victims of the Worcester tornado. The children have collected nearly $5,000. With the governor are (l to r) W. C. Swartley, WBZ-AM-TV station manager; "Big Brother" Bob Emery, who is collecting the children's money to be turned over to the governor's special committee; Gov. Herter, and C. S. Young, assistant to the WBZ-AM-TV station manager. The Boston station itself has collected $55,000.

Perform for Korean Aid

GIVE Them This Day, half hour show, for TV and radio presentation to raise funds for destitute Koreans, has been filmed and taped for probable July 28 nationwide release. Performing for the American-Korean Foundation, chairmanned by Dr. Milton Eisenhower, were Jack Benny, Bob Hope, Danny Kaye, Walter Pidgeon, Debbie Reynolds, William Holden, Keenan Wynn, Betty Hutton and Jan Sterling, with Harmon Jones directing. President Eisenhower was filmed in Washington for insertion in the show.

'Very Dangerous' Series

SERIES titled *V. D.—Very Dangerous*, produced by WTOP-TV Washington, is being shown people in Asia, Africa, Europe and Latin America, as well as in all sections of the U. S., Truman J. Keesey, program development specialist with the D. C. Health Dept., told John S. Hayes, WTOP-TV president. Mr. Keesey complimented Mr. Hayes for the series of 13 programs which was telecast on WTOP-TV from September through December, 1952. The station has completed a series on alchoholism, Mr. Hayes reported.

Aid to Cincinnati Blood Drive

WKRC-AM-TV Cincinnati, to counteract the area's sharp decline in blood donations to the Red Cross, has embarked on a drive to spur contributions for use in Korea and for gamma globulin to counteract polio. Announcements ask listeners to give a pint of blood in the name of a specific serviceman or polio victim. WKRC advises the selected person of the donor's contribution. Donors also are saluted on the air.

Blood-Giving Demonstration

DEMONSTRATION of the simplicity in giving blood was shown July 13 by WKNB-TV New Britain, Conn. Station news chief Floyd Pettee and Jean Barrows of the staff made contributions on the telecast. American Red Cross and other blood program officials also appeared. Telecast was from the WKNB-TV site on Rattlesnake Mountain in Farmington, Conn.

Rescue Squad Notice Timely

AN 81-year-old woman, watching a program of WJAR-TV Providence, fell from her chair and fractured a hip. Unable to move, she heard a public service announcement of the rescue squad telephone number. When a friend discovered her, hours later, ready availability of the phone number brought the rescue squad in just four minutes, according to WJAR-TV.

WABI-AM-TV Covers Search

WABI-AM-TV Bangor, Me., assisted in and covered the three-day search for a 10-year-old boy allegedly kidnaped by a man from another main city. The WABI mobile unit and TV cameramen helped coordinate the search. The pair was found by searchers about 3½ hours after the boy was reported missing, according to WABI.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

KNXT (TV) Airs Safety Alert

WITH traffic deaths in the Los Angeles area up 56% over last year, KNXT (TV) Hollywood and the National Safety Council are presenting a series of weekly half-hour programs, *On Guard*, to alert viewers to road dangers. Each program presents interviews, information on traffic hazards and safety, a reading of the week's death toll by a highway patrolman and suggested safe trips for the weekend. Allan Buckhantz, KNXT, directs with NSC supplying scripts and program guests.

WEMP Scholarship

WEMP Milwaukee's annual $2,000 four-year radio-TV scholarship for study at Marquette U. has been awarded to Ruthann Schaefer after competition among Milwaukee County public and parochial high school students, Hugh Boice, WEMP general manager, has announced. Other WEMP efforts to interest young people in a radio-TV career include broadcasts of Marquette's *Radio Workshop* dramatic series and a junior achievement program, *High School Hit Parade*, Mr. Boice said.

WFIN Disaster Help

WFIN Findlay, Ohio, collected more than $1,000 in Hancock County for victims of a June tornado in Wood County, after appeals by disc jockeys Dick Daugherty, who conducts *Coffee Time*, and Don Meyers, who presents *Matters Musician With Meyers*.

KGO-AM-TV Palsy Show

A RECORD-BREAKING $500,333 in pledges and contributions for cerebral palsy victims resulted from a 31-hour telethon June 26-28 on KGO-AM-TV San Francisco, the stations report. Uncommon atmospheric conditions bounced the KGO radio signal as far away as Italy, Guam, Switzerland and Korea.

KBIG Opportunities Series

KGIB Avalon, Calif., has started a series of weekly 15-minute broadcasts to acquaint southern California youth with vocational opportunities in various crafts. Trade union representatives, interviewed by Long Beach teachers, give students information on job futures.

WANTED

TOP SYNDICATED FILMS
FOR SALE TO TV ACCOUNTS

•

Features - Shorts - Variety

•

Offer to Principals Only
Send Full Details with Lists
in First Letter, Please
Contact . . . Now

North American Enterprises Inc.

Program Division
CLEVELAND 18, OHIO
YEllowstone 2-0095

Record Marathon Claimed

WORLD marathon record is claimed by WBRW Welch, W. Va., which broadcast a single program 85 hours—from Thursday evening, July 2, to Monday morning, July 6—to raise money for the Welch Miners Class D Appalachian League baseball team. About $3,000 was raised by the station's marathon, which was co-sponsored by the *Welch Daily News*. During an open house, held during the marathon to show its remodeled studios and offices, the station was host to about 900 people. Local merchants provided guests with free refreshments.

WFPA Buys a Resuscitator

THE Fort Payne, Ala., volunteer fire department needed a resuscitator, so WFPA there dropped its commercial programming for a few hours and put on a local talent fund-raising show. George Gothberg, station president, and Jerry Carr, general manager, led the program with assists from Ted Kirby's and Hank Smith's hillbilly bands and from disc jockey Mark Spender. The goal: $400. The net: $492.77.

Police Car Reminders

TO EMPHASIZE highway safety, WVAM Altoona, Pa., uses special tapes from Pennsylvania State Police patrol cars on the *WVAM Newsreel*, five times weekly show of the Peoples Natural Gas Co. Station newsman, assigned to a patrol, describes the police assignments and various duty calls. Patrolman tapes a safety message to WVAM listeners after each assignment.

WTAD Aids Injured Girl

LISTENERS to Hal Barton's disc jockey shows on WTAD Quincy, Ill., contributed $250 to help pay medical expenses for a seven-year-old girl injured in a tractor accident and who required a leg amputation and other treatment, after Mr. Barton told the story of the little girl on his broadcasts.

KTLA (TV)'s Medical Forum

KTLA (TV) Hollywood has started a half-hour weekly medical forum series, *Ask the Doctor*, under auspices of Los Angeles County and California State Medical Assns. Each show presents a different panel to discuss various medical problems, coordinated by KTLA news editor, Gil Martyn.

The best way to sell the KANSAS FARM MARKET

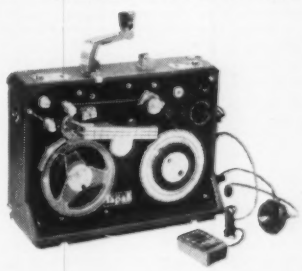
use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

WHEN *this* HAPPENS

BE THERE WITH THIS



New Travis Tapak

the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½" Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

Broadcast Equipment Specialties Corp.
135-01 LIBERTY AVENUE
Richmond Hill, 19, L.I., N.Y.

MILESTONES

► WHAM Rochester celebrated its 31st year on the air last month with a salute to shut-in persons in its listening area on each local program for two days, while Rochester Mayor Samuel B. Dicker proclaimed WHAM's birthday as "The World Inside Shut-Ins Day," in honor of the WHAM-sponsored "World Inside Shut-Ins Club."

Since the WHAM broadcasts, 150 new members have joined the club for persons who through the organization become acquainted with others who must live "inside four walls," the station reports. WHAM's regular Saturday *The World Inside* program is conducted by Charles Brink especially for shut-ins.

► JULY 10 was the 23d anniversary of WIS Columbia, S. C. The station went on the air July 10, 1930, and the next year joined NBC, and has been affiliated since that time. In 1948, WIS began duplicating its service on WIS-FM. G. Richard Shafto is vice president and general manager of Broadcasting Co. of the South, licensee of the 5 kw WIS as well as WSPA Spartanburg, S. C., and WIST Charlotte, N. C. WIS managing director is J. Dudley Saumenig.

► FIRST annual meeting of the Ten Year Club of Fetzer Broadcasting Co. (WKZO-AM-TV Kalamazoo, Mich.) was held July 8. President and General Manager John E. Fetzer presented diamond set service pins to staff members with the organization ten or more years. These included Carl E. Lee, administrative assistant (14 years); John W. O'Harrow, national sales manager (10); Willis F. Dunbar, public affairs advisor (10); Wilma Beertema, secretary (12); Francis Morse, engineer (11); Willis Jenkins, engineer (10); Kenneth Moore, engineer (12); Joseph Roth, engineer (12); Ernest Berry, engineer (11); and Arthur E. Covell, engineer (15).

► TO mark Ruth Lyons' start of her 12th year with Crosley Broadcasting Corp., Cincinnati, employes presented her with three pieces of sterling silver. Miss Lyons, just returned from the Coronation in England, was given the two candlesticks and a bowl in a surprise ceremony July 6 on her *50-50 Club* on WLWT (TV) Cincinnati.

► TWENTIETH anniversary of *The Romance of Helen Trent* (CBS Radio, Monday-Friday, 12:30-12:45 p.m., EDT) will be observed Friday. It has been sponsored by American Home Products, N. Y., since its first broadcast in 1933.

► WSPD-TV Toledo tomorrow (Tuesday) celebrates its fifth anniversary. The Storer Broadcasting Co. station operates on vhf Ch. 13, and is Toledo's only television outlet.

► THE 250TH consecutive broadcast of *The Railroad Hour* (NBC radio, Monday, 8-8:30 p.m., EDT) was presented last week. The program, which has been on the air since Oct. 4, 1948, is sponsored by the Assn. of American Railroads.

WGSM's June Shower

WGSM Huntington, L. I., N. Y., is as flustered as a June bride after receiving a shower of praises that month, Gen. Mgr. Edward J. Fitzgerald reports. Among compliments to the 20-month-old station: From the Jewish War Veterans, an award for brotherhood; the Red Cross, for securing blood donors; the U. S. Coast Guard Auxiliary, for news to boat owners about an inspection program; the post office there, for buying a shipment of 2,000 unclaimed baby chicks for $70, selling them for $200 and turning profits over to a hospital for infantile and crippled children, and from the Netherlands consul for WGSM's collection of 10 tons of clothing for Holland flood victims.

AWARDS

MARYLAND's award of merit is presented to E. K. Jett (l), vice president-manager of WMAR-TV Baltimore, by Gov. Theodore R. McKeldin. Mr. Jett won the award for *Comeback*, a weekly program which urges employment and rehabilitation of the physically handicapped.

SALUTE for directing public relations for 11 seasons of the Cincinnati Summer Opera Assn. goes to Harry K. McWilliams (r) of Screen Gems Inc. James D. Shouse, board chairman for the opera group, presents the award.

CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

JET FIRE IS SURE FIRE!

Sure Fire Merchandising that is—as WPTR offers its JET- FIRE plan—36 SUPER MARKETS in Albany—Schenectady —Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS

UPSTATE NEW YORK'S LEADING INDEPENDENT

Represented by Weed and Co.

AMERICAN Legion District of Columbia gold medal was presented to Earl Godwin (r), veteran WRC Washington commentator, by the Legion's D. C. Dept. for his broadcasts on the threat of communism. Here Mr. Godwin and Carleton D. Smith, vice president and general manager, WRC WNBW (TV) Washington, admire the medal and citation.

* * *

Sight & Sound Awards

MEDALS of merit will be awarded annually to makers of outstanding products displayed at the International Sight & Sound Exposition, the exposition management announced last week. Gold medals will be given for "excellence" in engineering, products design and performance of audio, television, high fidelity reproduction and recording equipment, and allied "sight and sound" products. Initial awards will be made during the first annual exposition and Audio Fair at the Palmer House in Chicago Sept. 1-3. Winners will be authorized to display medal reproductions in their products and advertising. Medal was designed by Irving Titel, senior art director. Burton Browne Adv., Chicago.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53-Aug. '53.

ARKANSAS

Fort Smith, **KFSA-TV** (22), 11/13/52-7/19/53—ABC, DuM, NBC, Pearson.
Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53—Late Sept., '53, CBS, NBC.
Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.
Chico, **KHSL-TV** (12), 3/11/53-8/1/53—CBS, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair TV.
Fresno, **KJEO (TV)** (47), 4/9/53-Oct. '53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-9/1/53.
Los Angeles, **KUSC (TV)** (*46), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **John Poole** (46), 6/26/53—Oct.-Dec. '53.
Sacramento, **Cal-Tel Co.** (40), Initial Decision 7/8/53.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52—Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-Sept. '53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 6/18/53—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53—Aug. '53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

Up to 239% More Audience Families

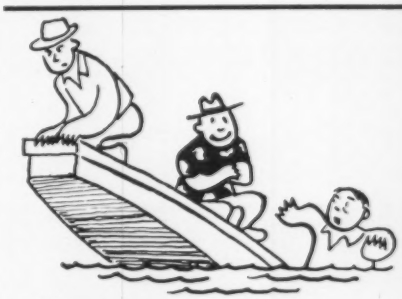
than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

For full details, write, wire or ask Headley-Reed

WSYR ACUSE 570 KC

NBC Affiliate In Central New York



it's best to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives

NAT D. WILLIAMS one of WDIA's many fabulous personalities

GOOD GULF Goes WDIA, Memphis!

. . . thus Gulf Oil gains completely dominating coverage of the 562,212 Negroes in WDIA's big, 27-county Nielsen area. Nat D. Williams handles the selling, on a 15-minute weekday schedule, as Gulf joins the swing to WDIA that includes such names as Camel Cigarettes, Vicks, Carnation Milk, Comet Rice, Maxwell House Coffee, Pepsi Cola, Arrid, Purex, and many others. Join this great blue chip list yourself—Get the full WDIA story today!

HOOPER RADIO AUDIENCE INDEX

City: Memphis, Tenn. Months: Apr.-May '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	24.0	23.7	15.8	15.2	10.7	8.6	6.7	3.1

(Note: WDIA's share Sat.: 22.2; Sun.: 35.6)

MEMPHIS **WDIA** TENN.

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

BMI "Pin Up" Hit

"CRYING IN THE CHAPEL"

published by

VALLEY PUBLISHING, INC.

RECORDED BY

DARRELL GLENN . . . . (Valley)
ART LUND . . . . . (Coral)
REX ALLEN . . . . . (Decca)
JUNE VALLI . . . . . (Victor)
ELLA FITZGERALD . . . (Decca)
J. T. ADAMS & THE MEN OF TEXAS . . (Republic)
WESLEY TUTTLE . . . . (Capitol)
ORIOLES . . . . . (Jubilee)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53—Sept. '53, CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/15/53—Young.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53.
West Palm Beach, **WIRK-TV** (21), 12/18/52—Unknown.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KTOO (TV)** (2), 5/14/53—Unknown.
Boise, **KIDO-TV** (7), 12/23/52-7/12/53—CBS, DuM, NBC, Blair-TV.
Boise, **KTVI (TV)** (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.
Meridian-Boise,, **KTOO (TV)** (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP (TV)** (17), 11/20/52-7/22/53—ABC, DuM Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Early Fall, '53, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS (TV)** (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Unknown.
Fort Wayne, **WKJG-TV** (33), 5/22/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KTLV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-9/1/53—Pearson.
Sioux City, **KWTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-8/1/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD (TV)** (16), 2/18/53-8/1/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53—CBS, ABC, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.
New Orleans, **CKG Co.** (26), 4/2/53—Late Winter '53, Gill-Perna.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. (Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **Mt. Washington TV Inc.** (8), 7/8/53—Aug. Sept. '54.
Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53—Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53—Nov. '53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/1/53—Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-8/1/53—ABC Pearson (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Ranbeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53—CBS.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53—Unknown.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/1/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/1/53—CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-8/15/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV (TV)** (3), 1/8/53-9/15/53—Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53—Sept. '53, ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-8/1/53.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill Perna.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/20/53—ABC, CBS, Weed TV.
Reno, **KZTV** (TV) (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **Richard H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-7/19/53—Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Midsummer '53.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Raleigh, **WNAO-TV** (28), 10/16/52-7/14/53—ABC, CBS, DuM, Avery-Knodel.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.

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HALIFAX NOVA SCOTIA

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Winston-Salem, **WSJS-TV** (12), 7/8/53-Fall '53, NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Akron, **WAKR-TV** (49), 9/14/52-7/20/53—ABC, Weed TV.
Ashtabula, **WICA-TV** (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-8/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Warren, **WHHH-TV** (67), 11/6/52—Unknown.
Youngstown, **WUTV (TV)** (21), 9/25/52-7/21/53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/1/53.
Oklahoma City, **KMPT (TV)** (19), 2/11/53—Sept. '53.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), Initial Decision 6/18/53.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), Initial Decision 7/8/53.
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52—Aug. '53, ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), Initial Decision 6/15/53.
Hazelton, **WAZL-TV** ('63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton, **WTVU (TV)** (73), 8/14/52-8/1/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/1/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

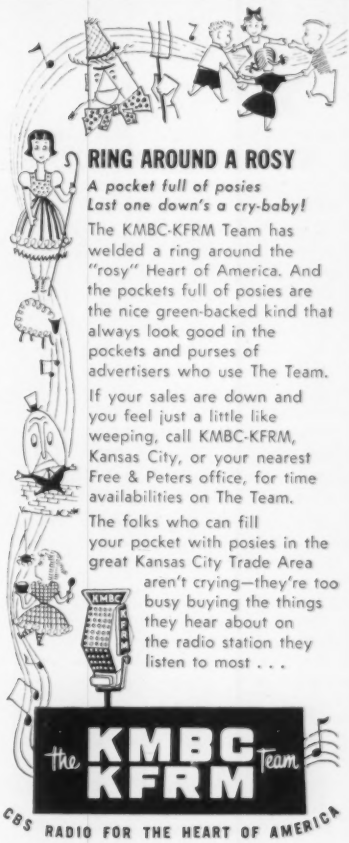
Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/15/53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Everett-McKinney.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/16/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.



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***CLIENT SERVICE DEPARTMENT**

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—Summer '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52—Summer '53, ABC.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Lynchburg, **WWOD-TV** (16), 11/6/52—Indefinite, Walker.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOW-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Tacoma, **KMO-TV** (13), 12/10/52-9/1/53, Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIMA-TV** (29), 12/4/52-7/19/53—CBS, Weed TV.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Madison, **WMTV (TV)** (33), 1/23/53-7/19/53, ABC, DuM, NBC, Clark.
Milwaukee, **WCAN-TV** (25), 2/5/53-7/15/53, Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53-Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.

ACTIONS OF THE FCC

July 9 through July 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,464	2,445	145	243	78
FM	574	549	54	6	1

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	142	247	389[1]
Educational	5	13	18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	808	337	637	509	1,146[2]
Educational	48		25	23	48
Total	857	337	662	532	1,194[3]

[1] **Six CPs (2 vhf, 4 uhf) have been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 407 already granted.**

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

ACTIONS BY FCC

Lewiston, Maine — The Lewiston - Auburn Bcstg. Corp. (WLAM). Granted uhf Ch. 17 (488-494 mc); ERP 15.8 kw visual, 8.51 kw aural; antenna height above average terrain 370 ft., above ground 337 ft. Estimated construction cost $159,387, first year operating cost $130,000, revenue $130,000. Post office address 129 Lisbon St., Lewiston. Studio location 129 Lisbon St. Transmitter location West Auburn Road. Geographic coordinates 44° 09' 13" N. Lat., 70° 16' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Elden H. Shute Jr** (2%), Treasurer **Frank S. Hoy** (67%), Clerk **Gladys Parker Hoy** (16%) and **Fred Parker Hoy** (9%). Granted July 8.

Poland, Me. (Poland Springs, Me.)—Mt. Washington TV Inc. Granted vhf Ch. 8 (180-186 mc); ERP 105 kw visual, 52.5 kw aural; antenna height above average terrain 3840 ft., above ground 86 ft. Estimated construction cost $450,000, first year operating cost $400,000, revenue $450,000. Post office address P. O. Box 1120, Portland 1, Me. Studio location Poland (Androscoggin County), Me. Transmitter location Sargents Purchase, summit of Mt. Washington, N. H. Geographic coordinates 46° 16' 13" N. Lat., 71° 18' 13" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Irving B. Robinson, Boston. Ownership of Mt. Washington TV includes: President **John W. Guider** (11.8%), 99% owner of WMOU Berlin, N. H.; Director **Horace Hildreth** (35%), U. S. Ambassador to Pakistan, ex-governor of Maine, ex-president of Bucknell U., 50% owner of Community Broadcasting Service, which owns WABI-AM-TV Bangor, Me., and is vhf Ch. 13 applicant at Portland, Me.; **Tyrone Corp.** (35%), whose stockholders control WENS (TV) Pittsburgh and Oliver Broadcasting Corp., licensee of WPOR Portland and vhf Ch. 6 applicant; **Kennebec Broadcasting Co.** (11.8%), licensee of WTVL Waterville, Me.; Granite State Network (5.9%), Manchester, N. H., subsidiary of Granite State Brodacasting Co., the licensee of WKBR Manchester, WTSV Claremont and WTSL Hanover, N. H. Additional directors of Mt. Washington TV Inc. include: Carleton D. Brown, president-75% owner of Kennebec Broadcasting (WTVL) and president-25% owner of WRKD Rockland, Me.; William F. Rust Jr., 40% owner of Granite State Broadcasting (WKBR, et al); William H. Rea, Pittsburgh, part-owner of Tyrone Corp., WENS (TV) and treasurer of WPOR; Harold H. Meyer, president-general manager of WPOR; and Portland residents Charles L. Hildreth (brother of Horace), Edward W. Atwood, John M. Kimball and Charles Allen. Granted July 8.

Portsmouth, Va.—Commonwealth Bcstg. Corp. (WLOW). Granted uhf Ch. 27 (548-554 mc); ERP 89.1 kw visual, 51.3 kw aural; antenna height above average terrain 380 ft., above ground 346 ft. Estimated construction cost $151,195, first year operating cost $200,000, revenue $281,820. Post office address P. O. Box 363, Portsmouth, Va. Studio and transmitter location at end of Columbus St., south of Seaboard Airline Railroad shops and west of South St. Geographic coordinates 36° 49' 44" N. Lat., 76° 19' 25" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer John E. Creutz, Washington. Principals include President **E. L. Scott** (⅓), Vice President **Jack Siegel** (⅓) and Secretary-Treasurer **Robert Wasdon.** Granted July 8.

Winston-Salem, N. C.—Triangle Bcstg. Corp. Granted vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 159 kw aural; antenna height above average terrain 357 ft., above ground 490 ft. Estimated construction cost $544,553, first year operating cost $400,000, revenue $450,000. Post office address 419-421 N. Spruce Street., Winston-Salem, N. C. Studio location 419-421 N. Spruce Street, Winston-Salem. Transmitter location U. S. 421, 7 mi. E. of Winston-Salem. Geographic

West Coast
250 Watt Fulltime Independent
$30,000.00

Station in one-station isolated market. Ideal climate. Good living conditions. Can be handled for $10,000.00. Good opportunity for man and wife interested in broadcasting.

Midwest Network
$80,000.00

The only station in an excellent market. This property offers an outstanding opportunity to one or two active operators. Value of real estate included is in excess of purchase price.

Appraisals • Negotiations • Financing

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William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

coordinates 36° 08′ 00″ N. Lat., 80° 07′ 45″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer, Craven, Lohnes & Culver, Washington. Triangle Bcstg. Corp. is owned ⅔ by Piedmont Pub. Co. and ⅓ by Mary Pickford Rogers. Gordon Gray owns 100% of Piedmont Pub. Co. (WSJS). Granted July 8.

APPLICATIONS

Newport, Ky.—Tri-City Bcstg. Co. (WNOP), uhf Ch. 74 (830-836 mc); ERP 17.52 kw visual, 8.762 kw aural; antenna height above average terrain 514 ft., above ground 500 ft. Estimated construction cost $218,900, first year operating cost $225,000, revenue $250,000. Post office address 606 Monmouth St. Studio and transmitter location SE corner Race and Center Sts., Newport. Geographic coordinates 39° 05′ 26″ N. Lat., 84° 28′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman & Assoc. (J. A. Moffet), Washington. Principals include President **James G. Lang** (52.3%), Vice President **Vincent Herold** (6.6%), director and stockholder of American National Bank, Newport, and Bellevue Commercial Bank, Bellevue, Ky. and **Olin W. Davis** (17.6%), superintendent of schools of Dayton, Ky., and professor at Purdue U. Filed July 9.

North Little Rock, Ark.—Arkansas Telecasters Inc. Requests vhf Ch. 11 (198-204 mc); ERP 108 kw visual, 54 kw aural; antenna height above average terrain 1429 ft., above ground 980 ft. Estimated construction cost $749,170, first year operating cost $495,000, revenue $550,000. Post office address 300 W. Washington Ave. Studio location Block 2, Fletcher's addition to the city of North Little Rock. Transmitter location on Bear Den Mt., 11.5 mi. WNW of State Capitol Bldg., Little Rock. Geographic coordinates 34° 47′ 36″ N. Lat., 92° 28′ 57″ W. Long. Transmitter and antenna FTL. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals in co-partnership are President **Raymond Rebsamer,** who controls Riverside Ins. Co. of America, which is minority stockholder of WTVI (TV) Belleville, Ill.; Vice President **Beloit Taylor,** vice president and 24% stockholder KXIR North Little Rock and president and 25% stockholder KWAK Stuttgart, Ark.; Treasurer **Phillip G. Back,** secretary-treasurer KXIR and vice president and 25% stockholder KWAK; Secretary **Emil J. Pouzar,** general manager KXIR. Filed July 15.

Roanoke, Va. — Radio Roanoke Inc. (WROV), vhf Ch. 7 (174-180 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 670 ft., above ground 240 ft. Estimated construction cost $110,285, first year operating cost $165,504, revenue $160,000. Post office address P. O. Box 1110 Mountain Trust Bldg. Studio location 300 S. Jefferson St. Transmitter location Mill Mt. Geographic coordinates 37° 14′ 55″ N. Lat., 79° 56′ 08″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Leo F. Henebry** (14%), Vice President **James Kirk Ring** (14%) and Secretary-Treasurer **Ernest W. Mitchell** (14%). All the stockholders are local businessmen. Radio Roanoke also has pending an application to change WROV-TV from uhf Ch. 27 to vhf Ch. 7. Filed July 15.

San Antonio, Tex.—San Antonio Council for Educational Television resubmits application for noncommercial educational vhf Ch. 9 (186-192 mc); ERP 30.2 kw visual, 18.1 kw aural; antenna height above average terrain 388 ft., above ground 465 ft. Estimated construction cost $177,000, first year operating cost $30,000. Post office address % W. W. Jackson, American Hospital & Life Bldg. Studio and transmitter location N. St. Marys & Villita Sts. Geographic coordinates 29° 25′ 20″ N. Lat., 98° 29′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Norman S. Case, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include Chairman **W. W. Jackson,** vice president American Hospital & Life Ins. Co. and vice chairman Texas State Board of Education; Co-chairman **Trevor Clark,** associate director Southwest Research Institute, and Secretary **E. G. Conroy,** Research & Planning Council of San Antonio. Filed July 15.

APPLICATIONS AMENDED

Chattanooga, Tenn. — Tri-State Telecasting Corp., amends application for vhf Ch. 12 to change stockholders by deleting 18 stockholders and adding 6 others. There are 163 persons who have subscribed to the applicant corporation and each subscription is less than 3% of authorized capital. Filed June 16.

Fresno, Calif.—California Inland Bcstg. Co., amends application for vhf Ch. 12 to change studio location to 733 L St., Fresno. Filed June 16.

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Pittsburgh 19, Pa.

Jackson, Miss.— T. E. Wright, et al d/b as Rebel Bcstg. Co. of Mississippi amends application for uhf Ch. 47 to show that applicant is now operating as a partnership under name of Rebel Bcstg. Co., partners remaining the same; to change ERP from 30 kw visual, 15 kw aural to 276 kw visual and 138 kw aural; antenna height above average terrain from 316 ft. to 662 ft. and studio and transmitter location to McDowell Road, West of Jackson. Filed June 10.

La Crosse, Wis.—La Crosse TV Corp., amends application for vhf Ch. 8 to change officers and stockholders by means of assignment of part of George Becker's subscription, originally (28%), proposed (6%). Principals are Marjorie P. Shaflander (14⅓%), Harold Steinthal (3⅓%) and Pendray & Co. (4⅓%), public relations. Mr. Steinthal succeeds Mr. Becker as secretary-treasurer. Filed June 10.

Merced, Calif.—Merced Bcstg. Co. amends application for new TV station on uhf Ch. 43 to change ERP from 20.18 kw visual and 10.08 kw aural to 20.8 kw visual and 10.4 kw aural; antenna height above average terrain from 180 ft. to 174 ft., and add address of transmitter and studio location 1.95 mi. N. of Bear Creek. Filed July 2.

Paducah, Ky.—Paducah TV Corp., amends application for uhf Ch. 43 to change officers and stockholders by means of assignment of part of George Becker's subscription, formerly 28%, proposed 12%. Principals are Harold Steinthal (12⅔%) and Pendray & Co. (3⅓%), public relations. Mr. Steinthal succeeds Mr. Becker as secretary-treasurer. Filed June 10.

Philadelphia, Pa.—Lou Poller amends application for uhf Ch. 23 to change transmitter and antenna location to Waverly Road, Hillcrest; antenna height above average terrain from 763 ft. to 755 ft. Filed June 16.

Savannah, Ga.—WSAV Inc., amends application for vhf Ch. 3 to change officers and directors. Leila E. James replaces Evelyn O. Huggins as assistant secretary and treasurer. Filed June 16.

Waco, Tex.—WACO TV Corp. amends application for new TV station on vhf Ch. 11 to change ERP from 53.4 kw visual and 26.7 kw aural to 58.9 kw visual and 30.6 kw aural; antenna height above average terrain from 577 ft. to 525 ft. Filed June 26.

Worcester, Mass.—Wilson Enterprises Inc., amends application for uhf Ch. 20 to change ERP from 279 kw visual, 145 kw aural to 181.475 kw visual and 92.85 kw aural; antenna height above average terrain from 823.45 ft. to 825.4 ft. and geographic coordinates from 42° 18′ 11″ N. Lat., 71° 53′ 52″ W. Long. to 42° 18′ 13.1″ N. Lat. and 71° 53′ 53.9″ W. Long. Filed June 16.

Existing TV Stations . . .

ACTIONS BY FCC

KIDO-TV Boise, Idaho—KIDO Inc. granted special temporary authority to optrate commercially on Ch. 7 from July 9 to July 19. Granted July 7; announced July 14.

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co. granted modification of its CP for Ch. 13 to change ERP from 290 kw visual and 145 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 1640 ft. Granted July 8; announced July 14.

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. granted modification of its CP for Ch. 3 to change ERP from 17.5 kw visual and 9.3 kw aural to 14.4 kw visual and 7.24 kw aural; antenna height above average terrain 1570 ft. Granted July 14.

KCMO-TV Kansas City, Mo.—KCMO Bcstg. Co. granted special temporary authority to operate commercially on Ch. 5 from July 6, 1953, to Jan. 6, 1954. Granted July 6; announced July 14.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. granted special temporary authority to operate commercially on Ch. 25 from July 9 to July 19. Granted July 9; announced July 14.

WMTV (TV) Milwaukee, Wis. — Bartell TV Corp. granted special temporary authority to operate commercially on Ch. 33 from July 8 to October 8. Granted July 7; announced July 14.

WKNB-TV New Britain, Conn. — The New Britain Bcstg. Co. granted modification of its CP for Ch. 30 to change ERP from 205 kw visual and 105 kw aural to 155 kw visual and 81.3 kw aural. Granted July 7; announced July 14.

KMPT (TV) Oklahoma City, Okla.—KLPR TV Inc. granted modification of its CP for Ch. 19 to change ERP from 91 kw visual and 49 kw aural to 200 kw visual and 105 kw aural; antenna height above average terrain 956 ft. Granted July 8; announced July 14.

WNAO-TV Raleigh, N. C.—Sir Walter Television Co. granted special temporary authority to operate commercially on Ch. 28 from July 10 to October 10. Granted July 9; announced July 14.

KFSD-TV San Diego, Calif.—Airfan Corp. Ltd. granted special temporary authority to operate commercially on Ch. 10 from Aug. 15, 1953, to February 18, 1954. Granted July 6; announced July 14.

KDRO-TV Sedalia, Mo.—Milton J. Hinlein granted modification of its CP for Ch. 6 to change ERP from 6.3 kw visual and 3.2 kw aural to 16.2 kw visual and 8.71 kw aural; antenna height above average terrain 360 ft. Granted July 8; announced July 14.

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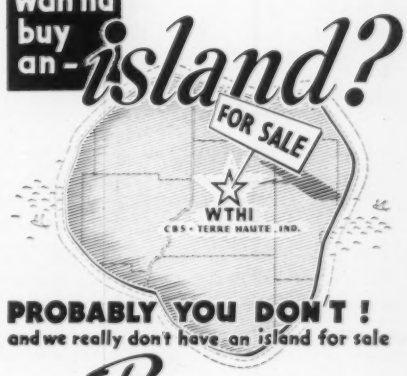

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WWNY-TV Watertown, N. Y.—The Brockway Co. granted modification of its CP for Ch. 48 to change ERP from 235 kw visual and 120 kw aural to 178 kw visual and 93.3 kw aural; antenna height above average terrain 570 ft. Granted July 7; announced July 14.

WNOW-TV York, Pa.—The Helm Coal Co. granted modification of its CP for Ch. 49 to change ERP from 93 kw visual and 50 kw aural to 97.7 kw visual and 52.5 kw aural; antenna height above average terrain 660 ft. Granted July 14.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. seeks modification of its CP for Ch. 74 to change transmitter site to Mt. Greylock, 2.5 miles NW of Adams, and studio location to be determined. Filed June 26.

WROV-TV Roanoke, Va.—Radio Roanoke Inc. seeks modification of its CP to change from Ch. 27 (548-554 mc) with ERP 9.77 kw visual and 5.25 kw aural to Ch. 7 (174-180 mc) with ERP 55 kw visual and 27.5 kw aural. Antenna height above average terrain 670 ft. Filed June 26.

New AM Stations . . .

ACTIONS BY FCC

Morgan City, La. — The Tri City Bcstg. Co. granted 1430 kc, 500 w daytime; antenna 195 ft. Estimated construction cost $25,303, first year operating cost $24,000, revenue $36,000. Principals include general partners **A. A. Bensabat Jr.** (⅓), manager of WMPA Aberdeen, Miss.; **Joe Phillips** (⅓), partner and ¼ owner of both WSSO Starkville, Miss., and WMPA Aberdeen, and **Mortimer Silverman** (⅓), general manager and executive vice president of WMRY New Orleans. Post office address: % Joe Phillips, WSSO Starkville, Miss. Granted July 15.

Newton, N. J.—Sussex County Bcstrs. Granted 1360 kc, 300 w daytime. Estimated construction cost $7,011.82, first year operating cost $31,200, revenue $36,000. Partners are **Simon Geller** (33⅓%), engineer at WHAT Philadelphia; **Robert A. Mensel** (33⅓%), engineer at Atlantic Bcstg. Co., New York; **William Fairclough** (33⅓%), engineer at Atlantic Bcstg. Co., and **Elizabeth Fairclough** (1%). Granted July 15.

APPLICATIONS

Abilene, Tex.—Bill Mathis, 1280 kc, 1 kw daytime. Estimated construction cost $18,000, first year operating cost $24,000, revenue $30,000. Mr. Mathis is announcer-engineer KSNY Snyder, Tex. Post office address 526 E. 2d St., Colorado City, Tex. Filed June 29.

Grundy, Va.—Virginia-Kentucky Bcstg. Co., 990 kc, 1 kw daytime. Estimated construction cost $25,940.43, first year operating cost $48,000, revenue $65,000. Principals include President **Charles F. Trivette** (37½%), former Kentucky state senator and ⅓ owner WTCW Whitesburg, Ky.; Vice President **David B. Jordan** (25%), chief engineer WTCW, and Secretary-Treasurer **Kenneth J. Crosthwait** (37½%), ⅓ owner WTCW Post office address Ken Crosthwait, Box 398, Whitesburg. Filed June 29.

Houghton Lake, Mich.—Royal Oak Bcstg. Co. (WEXL Royal Oak), 1290 kc, 1 kw daytime. Estimated construction cost $15,000, first year operating cost $35,000, revenue $30,000. Principals include President **Jacob B. Sparks** (70%), 50% owner of Sparks Music Co. and owner of Sparks Conservatory of Music; Vice President **Garnet G. Sparks** (15%); Secretary-Treasurer **Gordon A. Sparks** (15%). Filed June 29.

Lexington, Tenn.—Lexington Bcstg. Co., 1490 kc, 250 w unlimited. Estimated construction cost $20,000, first year operating cost $48,000, revenue $60,000. Sole owner is **Harold L. Simpson,** 18.64% owner of WTPR Paris, 6.67% owner of WDXE Lawrenceburg, 6.66% WDXI Jackson, 9.0% WENK Union City, Tenn., and 8.33% WCMA Corinth, Miss. Post office address Simpson's Center, Jackson, Tenn. Filed June 23.

Mansfield, La.—DeSoto Bcstg. Corp., 1360 kc, 1 kw daytime. Estimated construction cost $21,450, first year operating cost $30,000. Principals in partnership are President **Howard E. Sewell** (26.6%), Vice President **Dr. W. R. Hargrove** (26.6%), Secretary-Treasurer **Mrs. Mildred C. Sewell** (26.6%) and General Manager **Arthur L. Greene** (20%). Post office address Box 1866, Longview, Tex. Filed June 23.

Rogers, Ark.—G. Don Thompson, 1370 kc, 1 kw daytime. Estimated construction cost $20,163.09, first year operating cost $36,000, revenue $45,000. Mr. Thompson produces TV film commercials and is presently employed by KOTV (TV) Tulsa, Okla., as program manager. Post office address 2001 E. 17 Pl., Tulsa. Filed June 29.

Tampa, Fla.—Francis S. Miller, 540 kc, 500 w daytime. Estimated construction cost $24,985, first year operating cost $72,000, revenue $95,000. Mr. Miller is a retired lawyer. Post office address 800 Harbor Dr., Key Biscayne, Miami, Fla. Filed June 30.

West Chester, Pa.—Miners Bcstg. Service Inc. (WPLM Pottsville, WLSH Lansford, Pa.), 1480 kc, 500 w daytime. Estimated construction cost $34,750, first year operating cost $60,000, revenue $70,000. Principals in partnership are President **Joseph L. Mcguire** (42 6/7%), 50% owner Capitol Bus Co., Capitol Terminals Inc. and Allstate Construction Co., Harrisburg; Vice President **John T. Mcguire** (28 4/7%), 50% owner Capitol Bus Co., Capitol Terminals Inc. and Gettysburg & Harrisburg Transportation Co., Harrisburg, and Secretary-Treasurer **Kenneth F. Mcguire** (28 4/7%), 50% owner Ford School of Business, Pottsville, and McCann School of Business, Hazleton. Post office address Box 629, Pottsville. Filed June 30.

APPLICATIONS AMENDED

Bowling Green, Ohio—Howard R. Ward, seeking 730 kc, 250 w daytime, requests amendment to install directional antenna. Filed June 8.

Corpus Christi, Tex.—Hector De Pena, Aroldo O. Lerma, Jose A. Garcia, Gabriel Lozano and Hector P. Garcia d/b as International Radio Co. requests amendment to application for new AM station, 1150 kc, 1 kw daytime, to change transmitter location to on shore of Nueces Bay, 7.2 miles SSW of Taft, Tex. Filed June 29.

Corvallis, Ore.—Mid-Land Bcstg. Co. amends application for 1050 kc 1 kw daytime to change to 1240 kc with 250 w unlimited. Filed June 29.

Jacksonville, Fla.—Rollins Bcstg. Inc. amends application for new AM station on 1580 kc with 1 kw daytime to change power to 50 kw. Filed July 6.

Signal Hill, Calif.—Raymond B. Torian, John W. Doran, Foster Earl Rutledge and Harold B. Shideler d/b as Cerritos Bcstg. Co. requests amendment to application for new AM station on 1450 kc, 250 w unlimited, to change power to 100 w. Filed June 16.

APPLICATION DISMISSED

Brownfield, Tex. — Brownfield Bcstg. Co. granted petition for dismissal of its application for new AM station on 1250 kc, 1 kw daytime. Action July 7; announced July 9.

Existing AM Stations . . .

ACTIONS BY FCC

KOMA Oklahoma City, Okla.—KOMA Inc. FCC waived rules and granted application to move main studio outside city limits. Granted July 15.

WHUM Reading Pa.—Eastern Radio Corp. FCC waived rules and granted application to move main studio outside city limits. Granted July 15.

APPLICATIONS

WTAN Clearwater, Fla.—Clearwater Radio Broadcaster Inc. requests permit to change studio and transmitter location to Pierce St. at Bayfront, Clearwater. Filed June 16.

WESK Escanaba, Mich.—M & M Bcstg. Co. seeks modification of CP to change antenna and transmitter location to Sheridan Rd. and change studio location to Ludington St. between 13th and 14th, Escanaba. Filed June 26.

WPTX Lexington Park, Md.—Patuxent Radio Inc. requests CP to change from 1 kw day on 1570 kc to 920 kc and 500 w day. Filed July 2.

KOMA Oklahoma City, Okla.—KOMA Inc. requests modification of license to change studio location to 7301 North Lincoln Blvd., 1 mile north of Oklahoma City. Filed July 6.

KSPI Stillwater, Okla.—Stillwater Pub. Co. requests CP to change from 250 w day on 780 kc daytime to 1490 kc with 250 w unlimited. Filed July 2.

WBOY Tarpon Springs, Fla.—WBOY Inc. requests permit to change transmitter location to Alternate Route 19, 0.7 miles North of Dunedin, Fla. Filed June 16.

APPLICATION AMENDED

WOKE Oak Ridge, Tenn.—Air Mart Corp. amends application for modification of CP to specify night power of 500 w and change DA. CP authorized change from 1430 kc to 1290 kc, operating with 1 kw day. Modification requested is for change to unlimited operation. Amended June 19.

Existing FM Stations . . .

STATIONS DELETED

WELD (FM) Columbus, Ohio—Radiohio Inc. granted request to cancel license and delete FM station on Class B Ch. 246. Deleted July 14.

WISN-FM Milwaukee, Wis.—Hearst Corp. granted request to cancel CP and delete FM station on Class A Ch. 275. Deleted July 14.

WSMB-FM New Orleans, La.—WSMB Inc. granted request to cancel license and delete FM station on Class B Ch. 274. Deleted July 14.

APPLICATIONS

WBTM-FM Danville, Va. — Piedmont Bcstg. Corp. requests CP to decrease ERP from 32 kw to 3.29 kw; antenna height above average terrain 558 ft. Filed July 2.

WTAD-FM Quincy, Ill.—Lee Bcstg. Inc. requests CP to decrease ERP from 53 kw to 26.78 kw; antenna height above average terrain 751 ft. Filed July 2.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-salesman for successful remote market California network station with TV application pending. Eastern or midwest men need not apply because no choices sight unseen. Prefer man between 30 and 40, good character, brain, personality and record. Able to grow and progress. Box 127X, B•T.

Sales manager wanted. State experience and when available. Box 223X, B•T.

Salesmen

Young man with agency or radio sales experience by rep office in Detroit representing radio and TV stations. Reply Box 171X, B•T.

Salesman for midwestern regional station. Experience helpful, but can train bright newcomer for hopeful future if not afraid of work. 5000 watt independent, established operation. Reply Box 183X, B•T.

Texas regional station seeking good salesman with play-by-play sports ability. Fair basic salary. Immeasurable opportunity for person who wants to get after accounts. Disc, references and sales history first letter. Box 190X, B•T.

A livewire salesman in one of the nation's fastest growing cities in the southwest. Your earnings are limited only by your ability and effort. Give complete details of past sales record, character references and enclose photo. Box 208X, B•T.

Salesman. Experienced and of good habits. Southern city of 25,000. Livable guarantee against commission. Box 218X, B•T.

Salesman. Positive contract closer. Southern New England seacoast. Major network affiliate. Box 228X, B•T.

Salesman for permanent home in vacation wonderland. Salary. Commission. Some announcing. Unrestricted list. Immediately. Phone, wire KPRK, Livingston, Montana.

Salesman for successful central Texas station. Excellent opportunity. Salary plus commission. Send full details first letter. Don't phone. Ralph Weedon, KTEM, Temple, Texas.

Experienced time salesman who can graduate to commercial manager near future. Excellent market. WCMY, Ottawa, Illinois.

Help Wanted—(Cont'd)

Announcers

DJ and newsman. If you're good now and expect to get even better, a progressive Detroit area station has plans for you. Send audition and details to Box 80X, B•T.

5 kw Montana CBS station accepting applications for announcer-copy writers. Employee benefits. Send full details first letter and audition tape. Box 151X, B•T.

Experienced, personable Negro DJ for northern metropolitan market. Forward audition disc, photo, experience. References to Box 180X, B•T.

All-round experienced announcer. Send resumé. Texas network station. Box 182X, B•T.

Topnotch versatile staff announcer for southern NBC regional station. Must be settled and interested in permanency. Salary commensurate with ability. Box 186X, B•T.

Desire football announcer plus staff duties. Tell all. Experience required. Box 196X, B•T.

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Play-by-play, sports and news reporter. Want man capable of handling one-man news-sports department fulltime. Salary commensurate with ability. Audition, photo, full details to Box 211X, B•T.

Humorous DJ. Fast-paced ad-lib funny comments on records. Jive-talk, impersonations well known voices, dialects. Opportunity Ohio station. Single. Box 234X, B•T.

Announcer-engineer for Missouri kilowatt independent. Good pay for experienced man. Could use inexperienced man if announcing possibilities are good. Write Box 239X, B•T.

Announcer. Top disc jockey for four-hour night show in Georgia station. Send audition and background. Box 247X, B•T.

Announcer. Must have experience on major network station and good on news. Fine working conditions. CBS affiliate. Write giving complete details concerning education, photo, experience and salary expected to Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Announcer capable handling DJ show and regular shift, some play-by-play football and baseball. Send tape or disc to KERB, Kermit, Texas.

Ambitious announcer, capable, interested selling. Commission basis plus good salary. Telephone today. KPRK, Livingston, Montana.

Help Wanted—(Cont'd)

Good all-round announcer. Send details and audition. Will return auditions. Ralph Weedon, KTEM, Temple, Texas.

Need immediately two topnotch engineer-announcers for metropolitan independent operation. Very best equipment and working conditions. Salary commensurate with ability. Write or wire Ralph McClellan, KWBB, Wichita, Kansas.

Staff announcer for 1000 watt regional station. KWHI, Brenham, Texas.

Immediate opening for experienced staff announcer. Prefer stable family man interested in permanent position with advancement. Write or wire full information to L. C. Cate, WWPA, Williamsport, Penna.

WATO, Oak Ridge, Tennessee, now auditioning for early morning and sports announcer. Salary open. Contact Ross Charles for details.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Technicians—Excellent opportunity for young technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Engineer or chief engineer. Start at $85 per week. Permanent. Box 128X, B•T.

Engineer diligent and dependable. South Texas city. Box 201X, B•T.

Experienced combo man with ticket for Mutual net in Texas. Straight boardwork. Best working conditions, time-and-a-half for overtime. A position, not a job! Box 237X, B•T.

Engineers with first class license for new TV station in The Land of Enchantment. Contact Chief Engineer, KOAT, 122 Tulane SE, Albuquerque, New Mexico.

Combination engineer-announcer with emphasis on both engineering and announcing. State minimum acceptable salary. Write Bert Godfrey, KVOW, Box 926, Cheyenne, Wyoming.

Need immediately two topnotch engineer-announcers for metropolitan independent operation. Very best equipment and working conditions. Salary commensurate with ability. Write or wire Ralph McClellan, KWBB, Wichita, Kansas.

1st class engineer. Prefer man with WE experience or good ham. Starting salary $85. Vacation, bonus and company paid insurance. WAIM, Anderson, S. C.

Immediate opening, operator, first class license. No experience necessary. WASA, Havre de Grace, Maryland.

First class radio engineer. Contact George F. Bissell, WEAV, Plattsburg, New York.

Operator with first class telephone license, experienced, for 1000 watt daytime. Have car. WGAT, Utica, N. Y.

Northeastern Michigan directional needs engineer with first class ticket. Car necessary. Send complete details first letter. WSGW, Saginaw, Michigan.

Production-Programming, Others

Experienced production manager. Take complete charge of production of 5 kw Mutual. Music, sports, markets and news station in city of 100,000 in midwest. Top salary for right man. Send full details and salary expected first letter. Box 140X, B•T.

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B•T.

Young man with ideas to run one-man promotion department for leading 5,000 watt CBS outlet in mid-Atlantic states. Should know sales and audience promotion; display, showcard and art work; how to interpret sales data. Free rein and adequate budget to develop ideas. Good salary, vacations, insurance benefits and profit sharing. Present man moving to management position. Box 244X, B•T.

Newsman. Immediate opening on midwest network affiliate for man with journalism school training, experience in reporting, rewrite and air work with TV potential. Send full information and audition tape and picture to Box 250X, B•T.

SALESMAN WANTED

To the man who has proven himself as a retail time salesman—has overcome all the sins common to personnel in the business—and can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to:—

John R. Livingston, **WPEO**
Peoria, Ill.

Help Wanted—(Cont'd)

If's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

Salesmen

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Account executive. Kansas City television station wants salesman preferably experienced in radio or television sales. Excellent working arrangements. State experience, personal data, and include recent photograph. Replies held in strict confidence. Box 2267, Kansas City, Missouri.

Technical

Engineers wanted for UHF station in the deep south. Construction starting August 1st. TV experience desirable but not necessary. Please furnish complete story of background, references and recent photograph. Box 203X, B•T.

WPAG-TV has openings for two men, permanent, first phone required. WPAG Ann Arbor, Michigan.

Situations Wanted

Managerial

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

General manager. 20 years experience. Excellent references. Now available radio or TV. Box 122X, B•T.

Manager. Strong on both sales and programming. Excellent background. Successful record. Box 209X, B•T.

Manager. Small-medium market. Opened present successful operation. 8 years experience. 36, married, veteran, thoroughly reliable. Prefer midwest, northwest. Box 217X, B•T.

General manager. Now head of major market network station. 15 years radio, sales and promotion experience. Interested in managing radio or TV station with opportunity to share in profits. Prefer east. Box 233X, B•T.

Commercial manager, fifteen years experience, wants manager's position. Now employed, but not satisfied. Box 251X, B•T.

Station manager-chief engineer. 25 years experience, all phases. Prefer medium or small western or northwestern station. Want permanent connection. Personal interview. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Salesmen

Salesman with good record in competitive market wants position in town over 20,000 population. Box 194X, B•T.

Salesman. 8 years experience, now employed as sales manager, desires position with television or solid AM station. Family man, mature, settled. All replies answered. Box 212X, B•T.

Salesman-sportscaster. Want combined AM-TV. Presently employed TV-radio sales-sports. College graduate, married, excellent references, college football specialty. Will drive for interview. Box 241X, B•T.

Salesman, 28. Can you use or know someone who can use, a salesman with a top sales personality and a top sales record, who is seeking to become associated with a worthwhile sales undertaking? Write Irving Kammerman, 2010 Ocean Avenue, Brooklyn, N. Y.

Announcers

Combination DJ-announcer-pianist. Real air salesman. Box 72X, B•T.

Topnotch morning man. 12 years experience. $100 minimum. No southern stations. Box 146X, B•T.

Situations Wanted—(Cont'd)

"Western film actor," announcer, musician, engineer, experienced MC, DJ, console, piano, accordian, guitar, sound recording, etc., desires TV or AM affiliation in scenic southwest. Box 193X, B•T.

Gal announcer. Reliable, versatile. Will travel. Handle control board. DJ, woman's page, commercials. Tape, disc available. Box 204X, B•T.

Announcer-sportscaster. Some experience. Well-trained. Excellent athletic background. Control board, DJ, news. Married, veteran. Permanent, begin August. Resume, tape. Box 210X, B•T.

Staff announcer. Age 30. One year experience. Married, wife infanticipating. Desire permanent position within 250 miles N.Y.C. Easy, relaxed style. Control board. Tape or personal interview. Box 219X, B•T.

Announcer, 26, single. Vet. 3 years experience. Specialize in news. No independents, please. Box 220X, B•T.

Non-drifting, non-drinking, ambitious, all-round announcer, with third ticket. Tape or disc available. Box 226X, B•T.

Announcer. 2½ years experience. Disc jockey, staff console operation. Prefer job with independent station in or around New York, New Jersey or New England states. Tape on request. Box 232X, B•T.

Girl announcer-writer. Radio school graduate. Ambitious. Secretarial abilities. Prefer midwest. Disc, photo, samples. Box 238X, B•T.

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 243X, B•T.

Topnotch announcer. Excels commercials, news, personality DJ. Veteran. Married. Now working in Florida; desire larger market. Box 246X, B•T.

Announcer. All phases, strong on sports, console operator. Conscientious. Married. Veteran, draft exempt. Joe Bell, 43-10 53rd St., Woodside 77, New York.

Announcer five years. Dan Holocher, 410 N. Central Ave., Campbellsville, Ky., 74-6.

Announcer, light experience, married, college, reliable, station asset—seeks permanent staff opportunity. Smooth platter and news man, spot commercials. Strong potential. Handle control board. References, resume, tape. Bill Layton, 26 Rutland Road, Freeport, New York.

A long and mutually pleasant association desired by announcer whose 7 years varied experience (east, south), ability, character, broadcast versatility, appearance, will be station asset. Prefer AM-TV future or straight TV large community, any state. Single, 26, exempt. Complete audition, references. Harvey Murphey, 523 Elm Tree Lane, Lexington, Ky.

Announcer, director. Practical experience in radio and TV. College education. Good ideas. Sports, console, camera, etc. All-round TV man, including film. References. Good idea for children's show. Write 2205 Bluegrass Lane, Cincinnati 37, Ohio.

Technical

Engineer, 2½ years experience, studio, transmitter. N.Y., N.J., and vicinity. Box 185X, B•T.

First phone, available immediately. Some transmitter and control experience. Single. Box 197X, B•T.

First phone. Radio schooling. Married. Want permanent position. (No experience.) Class A amateur. Available immediately. L. H. Estes, phone 34 or 65, Marble Hill, Missouri.

Engineer. 18 years experience construction, maintenance and operation. Former chief engineer. Available due to reduction in staff of present employer. George D. Stearns, 3100 Detroit, Dearborn, Michigan.

Announcer. First phone, good commercial delivery, good voice. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, Calif.

Chief engineer-manager. 25 years experience, construction, installation, recording, remotes, announcing, programming and sales. Excellent references. Personal interview. Western or northwestern. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Production-Programming, Others

Present pay better than average. No advancement possibilities. Good versatile voice. Strong on commercial copy, news, interviews, narrative, sports. Know music. One year production experience with live talent. Experienced stage director. Veteran, college graduate. Marketing, advertising majors. Mature, sober. Desire position with advancement opportunities in agency or AM-TV operation. Box 192X, B•T.

Situations Wanted—(Cont'd)

Effective local programming, greater station income, is as near as your mailbox. Present news-sports director, 7 radio-experience years, desires program directorship in southwest. Box 214X, B•T.

Versatile problem solver. Eight years experience broadcasting-stage-press. Mostly freelance. 4 years AM-TV. Capable popular vocalist. Publicity and production specialist. Desire immediate position and opportunity to exploit talents. Male, single, 24, living midwest, willing to relocate. All propositions considered. Box 231X, B•T.

Double header. Two gals thoroughly experienced radio and TV, all station operations—secretarial, air-time, publicity, public relations. Will locate anywhere. Available Sept. 1. Box 236X, B•T.

Program director desires boss who will delegate authority, appreciates new ideas, and wants top Hooper in area, in exchange for 8 years experience from 250 to 10 kw. Announcer, salesman, program director. Age 28. Box 240X, B•T.

Lady — Experienced secretary, radio traffic — wishes employment change. Prefer south. Box 245X, B•T.

Farm director, B.S. in Technical Agriculture-Journalism. Some farm radio experience. Family man. Ray Pepoon, 3515 Rhode Island Ave., Minneapolis 16, Minn.

Television

Salesmen

Salesman. Four years TV backed by radio. Qualified as salesmanager or willing to just plain sell. Family. Interested in market with potential, operation with future. Box 191X, B•T.

Topflight salesman anxious to sell television. 4 years successful advertising sales. Missouri journalism. Veteran. Highest references. Box 248X, B•T.

Continued on next page

FOR SALE

DUE TO ILLNESS THIS BEAUTIFUL PROPERTY AVAILABLE FOR $55,000.

LOCATED BERNARDSVILLE, NEW JERSEY. GOOD COMMUTING TO NEW YORK ON ELECTRIFIED LACKAWANNA RAILROAD.

GEORGIAN RESIDENCE. 16 ACRES.

FOR DETAILS AND APPOINTMENT CALL BERNARDSVILLE 8-1206 OR WRITE BOX 181X, B.T.

Situations Wanted—(Cont'd)

Technical

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

Experienced engineer desires responsible position with progressive TV station or grantee. Presently employed NY network. Box 249X, B•T.

1st phone licensed. Desires work in TV station. Inexperienced. Will go anywhere. Joseph Erganian, 111 Somerset Street, Providence, Rhode Island.

Photographer with diversified background in news and illustration desires connection with progressive TV station. Opportunity as TV cameraman welcomed. 38, married, two children. H. M. Zalmanoff, 772 Harrison, Syracuse, New York.

Production-Programming, Others

Seven years experience all phases radio. Four years programming and announcing TV with three of country's top stations. Married; 2 children. Desire program director, new TV station. Available August 1. Box 124X, B•T.

Experience to back me up. Ambition, aggressiveness and desire to succeed are your assets. Desire to work on staff. Employed in agency radio-TV department. Age 30, married and one child. Box 139X, B•T.

Graduate of TV production school, with low budget ideas, wants a chance to get a start in radio or TV. Box 187X, B•T.

Experienced in TV film sales, production. Desires staff position with upcoming station. Single, 29, veteran. Box 188X, B•T.

11 years radio. All phases. TV school graduate. Any TV job. Texas preferred. $85 weekly. References. Married. Presently PD at 1000 watt AM. Box 189X, B•T.

Studio floorman. Studio operations and film experience. Television Workshop of New York graduate. Top references. Box 205X, B•T.

Attention TV stations. Can you use a TV personality who can direct-MC and write saleable low-budget shows? Telegenic. Versatile. 15 years sho-biz. Now on TV-radio in Hawaii. Available in 30 days. Box 206X, B•T.

Ready to move up. Desire television or public relations opportunity. Ore-Cal-Wash preferred, but will consider right offer even in Timbuktu. Newsman and program director with 7 years independent radio experience. Family man, 26. Good background for publicity. Details for 3¢-6¢ if you're in a hurry. Box 216X, BT.

For Sale

Stations

Southwest; indie, 250 w. No competition. Good earnings. Only $10,000 down. Box 195X, B•T.

Equipment, etc.

10 kw Federal FM transmitter complete including tubes, monitor and two crystals for 93.7 megacycles. Box 144X, B•T.

Type 101 Wincharger tower, 200 feet. Lights and guys, ready to go. Box 222X, B•T.

Complete Western Electric 3 kw FM transmitter. Practically new. Also 400 feet $1\frac{5}{8}$ 70 ohm coaxial line and 300 feet, $1\frac{5}{8}$ 51.5 ohm coaxial. Transmitter complete except for studio equipment. Bargain. Box 230X, B•T.

Western Electric 5 kw AM transmitter. Stored Chicago area. Excellent for rebuilding for low-cost power increase. Conelrad transmitter, etc. $800. Box 235X, B•T.

Western Electric mikes 639B; amplifiers 124C, D, E, and F; jack panels double; VI panels 754A, B; repeating coils 111A, C, 153A; equalizers-coils panels 55A, 279A, 23A; all new or nearly. Box 242X, B•T.

Gates turntable, model CB7B; 33 and 78 RPM; complete with preamplifier; Pickering arm; standard cabinet; Pickering permanent cartridge; in good condition; only $150. Just taken out of service. Contact Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Composite studio console, two turntable and two microphone channels, separate power supply, one Gates turntable, paid $800, selling price, $300. WKOX, Framingham, Massachusetts.

For Sale—(Cont'd.)

WE transmitter 310B. Highest bid takes. WVOS, Liberty, N. Y.

RCA 69-C distortion and noise meter. $200.00 FOB Ft. Wayne, Ind. Harry J. Harris, 1210 Home Ave.

Two 220 foot self-supported radio towers complete with lighting equipment. Contact Iowa Police Radio, Fairgrounds, Des Moines, Iowa.

Wanted to Buy

Equipment, etc.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

Used studio control console. Dual channel preferred. Need immediately. Radio station WTOB, Winston-Salem, N. C.

Used console or mixer for film recording studio. Give description and price in first letter. Kent Lane, Inc., Louisville 3, Kentucky.

Miscellaneous

Any half-hour tape recorded on 12" LP, standard —$5. ARG, Box 341, Cooper Station, N.Y.C.

F.C.C. licenses quickly by correspondence. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

SALESMAN GO-GETTER

Good proposition for the right man. Write wire or call Dewey Long, Manager,

WABB
Mobile, Ala.

Technical

CHIEF ENGINEER

to assume complete responsibility, maintenance of 250 watt, 24 hour remote operation. No announcing shift, but handles four hours Sunday evening board shift, carrying remotes and taped shows. Considerable recording Monday thru Friday. Salary $90 going to $110 per week. Air mail full information.

Fred Rabell, General Manager,
KSON, 630 F St., San Diego, Calif.

Production-Programming, Others

NEW NETWORK-AFFILIATED TV STATION

NE section United States looking for program director. Essential must have been assistant program director or program director in smaller TV station. Also want commercial manager who has had radio or TV experience. Positions offer exceptional opportunity in one of the nation's major markets.

Reply Box 61X, B•T

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

Situations Wanted

Managerial

GENERAL MANAGER of newspaper-owned AM-FM, presently employed, is desirous of making a change. In present position for 7 years, with 20 years of general broadcasting experience. 43 years old, family, active in civic and trade groups. Strong on sales, programming and FCC procedures, including TV. Personal reasons and financial improvement sole motivation for this ad. Will assume management or assistant in larger operation. All replies confidential. Box 207X, B•T.

Production-Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

Wanted to Buy

Equipment, etc.

TELEVISION
WANTED
WO—79B OSCILLOSCOPE
WA—21B SWEEP GENERATOR
CHIEF ENGINEER — KGUL-TV, GALVESTON, TEXAS

Miscellaneous

AVAILABLE AUGUST 1st
experienced TV syndicated program salesman, traveling middle Atlantic states.

Box 165X, B•T

$5,000.00

$5,000.00 cash to invest in AM or TV property. Announcer-director specializing in sports-news-special events. Experienced from 250 AM to net TV. No hurry. Currently well employed TV. Not job hunting. Want my hard work to produce for me. All replies considered and answered. Confidential. Box 215X, B•T.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured.. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

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Ownership Changes . . .

ACTIONS BY FCC

WIBR Baton Rouge, La.—Community Bcstg. Co. granted voluntary acquisition of control of licensee corporation by G. T. Owens Jr. through purchase of 250 shares of stock from Owen W. Ware for $650. Granted July 6; announced July 14.

KFGT Fremont, Neb.—Walker Newspapers Inc. granted voluntary assignment of license to Walker Radio Inc. No change in ownership. Granted July 6; announced July 14.

KMLB-AM-FM Monroe, La.—Lisner's Bcstg. Station Inc. granted voluntary acquisition of control of licensee corporation from Melba Liner Gaston, individually and as administrator of estate of J. C. Liner Sr., deceased, to Melba Liner Gaston. Granted July 9; announced July 14.

WMOC Covington, Ga.—Covington News Inc. granted assignment of license to WMOC Inc. Consideration is one year lease for $2,000 and option to purchase for $35,000. Principals are President **George P. Mooney** (20%), time salesman WMCT (TV) Memphis, Tenn.; Vice President-Secretary **Abe D. Waldauer** (20%), 30% owner of Skyvue Theatre; **Don J. Lynch** (20%), vice president and general manager WBSR Pensacola, Fla.; **D. F. Prince** (20%), salesman WBSR Pensacola. Granted July 15.

KERC Eastland, Tex.—Tri-Cities Bcstg. Co. of Eastland County granted assignment of CP to new corporation of same name in which present partners hold same relative interest. Granted July 15.

WRMN Elgin, Ill.—F. F. McNaughton, John McNaughton, William McNaughton and Joseph McNaughton d/b as Elgin Bcstg. Co. granted assignment of license to same partnership adding **J. Richard Sutter** (15%) and reducing holding of each partner from 25% to 18.75%. Consideration $15,000. Granted July 15.

KDAS Malvern, Ark—Malvern Bcstg. Co. David M. Segal, Edward M. Guss, Leslie Eugene Abrahamson and **Ernest W. Hackworth,** owners of 80% of stock, granted transfer of control to **Thomas F. Alford** (100%) for $24,998. Mr. Alford is vice president of KDAS and manager of KTFS Texarkana, Tex. Granted July 15.

WMAP Monroe, N. C.—Union Bcstg. Co. granted transfer of 50% interest by D. W. Marble to four other present stockholders: **J. Archie Laney, Frank A. Funderburk, William D. Benton** and **Robert I. Smith** for $20,000. Granted July 15.

WTAP Parkersburg, W. Va.—West Virginia Enterprises Inc., Granted relinquishment of control through sale of (57.4%) of stock from Frank A. Baer, Helen K. Baer and Ben K. Baer to Howard L. and Melva G. Chernoff (42.5%), Theodore A. Eiland (10%) and Lydia Busek (5%) for $43,100; 13% of stock is to be transferred to the children of Frank A. and Helen K. Baer. Granted July 15.

APPLICATIONS

WHEP Foley, Ala.—Howard E. Pill tr/as Alabama-Gulf Radio requests assignment of permit to Alabama-Gulf Radio Inc. for $30,000. Mr. Pill will own 99% of the stock and Ralph O. Howard and Katherine Pill Howard will own 1%. Filed June 24.

KRUX Glendale, Ariz.—Radio Arizona Inc. requests acquisition of negative control by Elizabeth R. & Timothy D. Parkman (37.5%) and Alice M. & Stanley N. Schultz (37.5%) through purchase of 24.8% of stock from Gene Burke Brophy for $3,627.52. Each family will then own 50% interest. Filed July 6.

WLON Lincolnton, N. C.—J. A. Polhill tr/as Lincoln County Bcstg. Co. requests assignment permit to Lincoln County Bcstg. Co. for $1,500. Principals include Vice President **Earl Holder** (20%), 33⅓% owner WNNC Newton, N. C.; Secretary **Z. R. Burris** (13⅓%) and Treasurer **J. A. Burris** (13⅓%). Mr. Polhill becomes president and will own 16⅔%. Filed June 23.

KVRV Victorville, Calif.—O. E. Bohlen and O. L. Bohlen d/b as Francisco Rental Co. request assignment of permit to Apple Valley Bcstg. Co. for $1,000. Principals in partnership are President **Newton T. Bass** (40%), Vice President **Joseph A. Ball** (20%), attorney, and Secretary-Treasurer **Bernard J. Westlund** (40%). Messrs. Bass and Westlund are associated in real estate and oil development. Filed June 22.

Hearing Cases . . .

Hearing Schedule

FCC on July 10 adopted notice that beginning July 13 hearings before the Commission and its hearing examiners will start at 10 a.m. instead of the 9 a.m. opening which has been in effect since Feb. 16.

INITIAL DECISIONS

Joliet, Ill.—New TV, uhf Ch. 48. Examiner James D. Cunningham issued initial decision looking towards grant of application of Joliet TV Inc. for new TV station on Ch. 48 with ERP 31.7 kw visual, 6.85 kw aural; antenna height above average terrain 501 ft. He denied as in default competitive application of Sanders Bros. Initial decision July 15.

San Juan, Puerto Rico—New TV, vhf Ch. 4. Examiner Benito Gaguine issued initial decision looking towards grant of application of Jose Ramon Quinones for new TV station on Ch. 4 with ERP 56.5 kw visual and 33.9 kw aural and antenna height above average terrain 221 ft. American Colonial Bcstg. Co. (WKVM) earlier dismissed its competitive application. Initial decision July 10.

Tampa, Fla.—New TV, vhf Ch. 8. Examiner Basil P. Cooper issued initial decision looking towards grant of application of The Tribune Co. (WFLA) for new TV station on Ch. 8 with ERP 50 kw visual, 30 kw aural; antenna height above average terrain 1041 ft. Decision would deny applications of Pinellas Bcstg. Co. (WTSP) and The Tampa Bay Area Telecasting Corp. for same channel at St. Petersburg. Initial decision July 10.

Worcester, Mass.—New TV, uhf Ch. 20. Examiner E. Gifford Irion issued initial decision looking towards grant of applicaion of Wilson Enterprises Inc. for new TV station on Ch. 20 with ERP 181.475 kw visual and 92.85 kw aural; antenna height above average terrain 825.4 ft. Action July 15.

OTHER ACTIONS

Joliet, Ill.—New TV, uhf Ch. 48. FCC by order deleted issue No. 4 related to antenna proposed by Joliet TV Inc. in competitive proceedings with Sanders Bros. for new TV station on Ch. 48. Order July 10.

KTOE Mankato, Minn.—Minnesota Valley Bcstg. Co. Designated for hearing application to increase power on 1420 kc from 1 kw night and 5 kw day, directional night, to 5 kw unlimited, directional night. Order July 15.

KPLT Paris, Tex.—North Star Bcstg. Co. granted petition for dismissal of its application to change from 1490 kc to 1450 kc. Concurrently FCC removed from hearing application of Memorial Bcstg. Co. for new AM station of 1450 kc, 250 w unlimited. Action July 7; announced July 9.

Portland, Ore.—New TV, vhf Ch. 8. By memorandum opinion and order, FCC denied petition of June 10 by Cascade TV Co. seeking reconsideration of Commission action of June 4 affirming examiner's ruling denying Cascade leave to amend its application for new TV station on Ch. 8 in Portland. By separate order the FCC denied another petition by Cascade of June 7 seeking review of examiner's denial on that date of Cascades petition for continuance of the Portland Ch. 8 proceedings involving Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., North Pacific TV Inc. and Cascade. Comr. Hennock dissented. Order July 9.

Steubenville, Ohio—New TV, vhf Ch. 7. By memorandum opinion and order denied petition of April 17 by WSTV Inc. to dismiss competing application of John R. Osborne or for conditional grant of its application for new TV station on Ch. 7. Order July 8; announced July 9.

Superior, Wis.-Duluth, Minn.—New TV, vhf Ch. 6 and Ch. 3. FCC scheduled oral argument in Washington on July 14 on applications of Ridson Inc. and Lakehead Telecasters Inc., applicants for new TV station on Ch. 6 in Superior and Duluth, respectively, and applications of Head of the Lakes Bcstg. Co. and Red River Bcstg. Co. for new TV station on Ch. 3 at Superior and Duluth respectively. Action July 10.

Opinions and Orders . . .

ACTIONS BY FCC

FCC on July 8 adopted notices of proposed rule making looking toward amendment of the table of TV allocations on the basis of the following petitions: (1) By Daily Telegraph Printing Co., Bluefield, W. Va., to assign Ch. 6 to Bluefield by substituting Ch. 4 for Ch. 6 in Beckley and move the Zone 1 line to include all of W. Va. (2) By High Point Enterprise Inc., High Point, N. C., to assign Ch. 6 to High Point by substituting Ch. 4 for Ch. 6 at Beckley, W. Va. and Ch. 13 for Ch. 6 at Wilmington, N. C., and move the Zone 1 line to include all W. Va. Comments to the above conflicting proposals may be filed on or before August 17. Order July 8.

AM Standards—FCC announced proposed rule making which looks towards changing AM blanketing requirements contained in its AM engineering standards by adopting a 25 mv/m contour as the reference contour in city to be served and specifying 1 v/m as the blanketing contour instead of 250 mv/m-500 mv/m. Comments to this proposal may be filed on or before Sept. 14. Order July 15.

Fort Smith, Ark.—Burnett Estes tr/as Razorback TV Co. FCC by order dismissed for lack of prosecution application for new TV station on Ch. 5. Order July 8; announced July 9.

Los Angeles, Calif.—Pacific Bcstg. Co. FCC by order dismissed as moot application for Class B FM station. Order July 10.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

MEXICO

Change list No. 160, June 15, 1953

790 kc

XEST Satillo, Coahuila, delete assignment, 5 kw day, Class III-B. 6-15-53.

1240 kc

XECX Poza Rica, Veracruz, delete assignment, 0.25 kw unl., Class IV. 6-15-53.

1430 kc

XEHD Ciudad Miguel Aleman, Tamaulipas, increase power daytime from 0.25 kw to 2 kw, 0.15 kw night, unl., Class IV. 9-15-53.

1500 kc

XERH Mexico, D.F., increase power from 0.5 kw night and 5 kw day to 50 kw unl., directional night, Class II. 9-15-53.

Routine Roundup . . .

July 9 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Anthony Wayne Bcstg., Fort Wayne, Ind. — Granted request for dismissal of its petition to enlarge the issues in proceeding re its application and that of Radio Ft. Wayne Inc., applicants for CPs for new TV stations in Ft. Wayne, Ind. (Docket 10424; BPCT-1040) (Docket 10425; BPCT-1400). (Action 7/3).

KDIA Auburn, Calif., Diamond H. Ranch Bcstrs. —Denied request for continuance of hearing re its application (Docket 10405; BR-2544). (Action 7/7).

KMYR Bcstg. Co., Denver, Colo.—Granted petition for extension of time to July 20, 1953, to file exceptions to initial decision released re its application and that of Metropolitan Television Co. for TV CPs at Denver, Colo. (Docket 9043; BPCT-488) (Docket 10238; BPCT-941) (Action 7/7).

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.— Granted petition for acceptance of its late filing of appearance in proceeding re its application for extension of completion date (Docket 10480; BMP-5864) (Action 7/7).

Television Spokane Inc., Spokane, Wash. — Granted petition for extension of time to July 17, 1953, to file opposition to petition for reconsideration filed by Louis Wasmer on June 22, 1953 (Docket 10423; BPCT-1087) (Docket 10422; BPCT-920) (Action 7/7).

WJIV-TV Inc., Savannah, Ga.—Granted petition for extension of time to July 20, 1953, to reply to opposition of WSAV Inc., Savannah, Ga., to petition filed by WJIV-TV on June 11 for deletion of Issue No. 1 from order of designation (Docket 10518; BPCT-1006) (Docket 10517; BPCT-703) (Action 7/7).

By Commissioner Robert T. Bartley

Atlantic City Bcstg. Co., Atlantic City, N. J.— Partially granted petition for extension of time to file exceptions to initial decision re its application (Docket 10119, BP-8090, et al); time within which exceptions may be filed to initial decision was extended to August 3, 1953.

RADIO STATION
WANTED

One of southeast's best known radio men desires to purchase all or control of station in Georgia, Alabama or Florida. I am not identified with any group operation. Your reply held in confidence—and will come direct to me. No brokers.

Box 221X, B•T.

XUM

By Hearing Examiner Herbert Sharfman

South Central Bcstg. Corp., Evansville, Ind.—By memorandum opinion and order granted petition in so far as it proposes to change response to question 12, Sect. IV, page 3 of application, and paragraph 2 of proposed amendment submitted with petition is accepted; denied in all other respects (Action 7/6).

By memorandum opinion and order ordered that written statements of points at preliminary conference upon which Scripps-Howard Radio Inc., Radio Station WBIR Inc., and Tennessee Television Inc., applicants for TV Ch. 10 in Knoxville, Tenn., intend to rely for competitive preference shall control subsequent course of hearing, and that taking of testimony shall start on August 24, 1953, with understanding that this date may be continued because of Examiner's hearing schedule (Docket 10512, et al) (Action 7/3).

July 9 Applications

ACCEPTED FOR FILING

Amendment

Kennedy Bcstg. Co., San Diego, Calif.—CP to change frequency from 550 to 540 kc., increase power from 1 kw to 5 kw and install new trans. Amended to change name of applicant to Wrather-Alvarez Bcstg. Inc. (BP-8716 Amended).

License to Cover CP

KELP El Paso, Tex., Trinity Bcstg. Corp.—License to cover CP (BP-8748) which authorized change in trans. and studio locations (BL-5056).

Modification of CP

WJLN-TV Birmingham, Ala., Johnston Bcstg. Co.—Mod. CP (BPCT-1335) which authorized new commercial TV, for extension of completion date from 8/10/53 to Feb. 1954 (BMPCT-1219).

WDAN-TV Danville, Ill., Northwestern Pub. Co.—Mod. CP (BPCT-919) which authorized new commercial TV, for extension of completion date from 8/10/53 to 12/10/53 (BMPCT-1220).

WLWD (TV) Dayton, Ohio, Crosley Bcstg. Corp.—Mod. CP (BPCT-916) which authorized changes in facilities of existing commercial TV, for extension of completion date from 8/10/53 to 2/10/54 (BMPCT-1221).

WTLV (TV) N. New Brunswick, N. J., N. J. Dept. of Education—Mod. CP (BPET-13) which authorized new noncommercial educational TV, for extension of completion date from 8/3/53 to 2/1/54 (BMPET-11).

Renewal of License

Following stations have requested renewal of license:

KSUN Bisbee, Ariz., Carleton W. Morris (BR-821); KOOL Phoenix, Ariz., Maricopa Bcstrs. Inc. (BR-1772); KOY Phoenix, Ariz., KOY Bcstg. Co., main, alternate main, aux. (BR-100); KRIZ Phoenix, Ariz., Howard M. Loeb, (BR-2542); KTAR Phoenix, Ariz., KTAR Bcstg. Co. (BR-99); KYCA Prescott, Ariz., Southwest Bcstg. Co. (BR-1079); WSGC Elberton, Ga., Elberton Bcstg. Co. (BR-1391); KGEM Boise, Ida., Idaho Bcstg. & TV Co. (BR-1471); KIDO Boise, Ida., KIDO Inc. (BR-121); KRLC Lewiston, Ida., H. E. Studebacker tr/as Station KRLC (BR-841); KFXD Nampa, Ida., Frank E. Hurt & Son Inc., (BR-698); KTFI Twin Falls, Ida., Radio Bcstg. Corp. (BR-746); KWEI Weiser, Ida., Inland Broadcast Co. BR-1858); KELY Ely, Nev., David Hansen and Dale V. Bradley d/b as White Pine Bcstg. Co. (BR-2500); KORK Las Vegas, Nev., Vegas Valley Bcstg. Co. (BR-2665); KWRN Reno, Nev., KWRN Inc. (BR-1805); KABQ Albuquerque, N. M., KABQ Bcstg. Co. (BR-1816); KAVE Carlsbad, N. M., Carlsbad Bcstg. Corp. (BR-906); KLEA Lovington, N. M., David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. (BR-2776); KSWS Roswell, N. M., John A. Barnett (BR-1542); KSET El Paso, Tex., Rio Grande Bcstg. Co. (BR-1879); KJAM Vernal, Utah, Uintah Bcstg. & TV Co. (BR-1415); KOVE Lander, Wyo., Edward J. Breece (BR-2216); KRAL Rawlins, Wyo., Rawlins Bcstg. Co. (BR-1647); KVRS Rock Springs, Wyo., Wyo. Bcstg. Co. (BR-974).

APPLICATION RETURNED

Renewal of License

KOLD Yuma, Ariz., Maricopa Bcstrs. Inc.—Application returned (BR-2774).

July 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Joliet Television Inc., Joliet, Ill.—Granted petition for leave to amend its TV application (Docket 10533; BPCT-1340) with regard to engineering phases and plans for financing proposed construction (Action 7/7).

Notice is given of hearing conference in proceeding re application of Eugene Television Inc., Eugene, Ore., applicant for CP for new TV station (Docket 10571; BPCT-1231), on July 13, 1953, at Washington, D. C. (Action 7/8).

By Hearing Examiner William G. Butts

Ordered prehearing conference in proceeding re application of Midwest Television Inc. (WCIA), Champaign, Ill. (for mod. CP for TV station) (Docket 10580; BMPCT-1109) in Room 1416, New Post Office Bldg., Washington, D. C., at 10:00 a.m., July 13, 1953 (Action 7/8).

By Hearing Examiner Basil P. Cooper

Ordered that statements made in proceeding involving applications of KTBS Inc. (Docket 10476; BPCT 464) and International Bcstg. Corp. (Docket 10477; BPCT-505), applicants for CP's for new TV stations on Ch. 3 in Shreveport, La., shall control conduct of hearing. Exhibits showing programming proposals will be exchanged by parties on or before July 24, 1953. During week of Aug. 3, arrangements will be made for further conference to clarify issues in light of programming proposals.

By Hearing Examiner H. Gifford Irion

Superior Television Inc., Corpus Christi, Tex.—Granted petition for leave to amend its application for CP for new TV station (Docket 10556; BPCT-1031) by showing election of two new directors and changing address of main studio (Action 7/8).

Ordered that statements made in proceeding involving applications of WKRG-TV Inc. (Docket 10457; BPCT-690) and The Mobile Television Corp. (Docket 10458; BPCT-990), applicants for TV Ch. 5 in Mobile, Ala., will, except for amendments granted upon showing of good cause, govern course of hearing and date for taking of testimony will commence on July 15, 1953, at 9:00 a.m., in Washington, D. C. (Action 7/8).

WKRG-TV Inc., Mobile, Ala.—Granted petition for leave to amend its TV application (Docket 10457; BPCT-690) to correct certain discrepancies (Action 7/9).

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10272; BPCT-264) in various respects (Action 7/8).

Stark Telecasting Corp., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10273; BPCT-949) to show increased power and changes in engineering data and in various other respects (Action 7/8).

By Hearing Examiner J. D. Bond

Southern Television Inc., Chattanooga, Tenn.—Granted petition for leave to amend its application for CP for new TV station to change certain engineering information and specified transmission line (Docket 10471, BPCT-931) (Action 6/30).

Southern Television Inc., PWDEF Bcstg. Co., Chattanooga, Tenn.—Dismissed motion for order that certain depositions not be taken of four named individuals alleged to be principal parties in interest in TV application of Tri-State Telecasting Corp., Chattanooga, Tenn. (Dockets 10471 et al) (Action 7/3).

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore. — By memorandum opinion and order denied request for continuance of further hearing presently scheduled for July 8, 1953, re its application (Docket 10324, et al).

By Hearing Examiner Fanney Litvin

Southland Television Co., Shreveport, La. — Granted petition for leave to amend its TV application (Docket 10522; BPCT-992) correcting reply to question in Section II in Form 301.

By Hearing Examiner H. Gifford Irion

Ordered pre-hearing conference in proceeding re applications of Corpus Christi Television Co., Corpus Christi, Tex. (Docket 10555, et al), on July 14, 1953, at Washington, D. C.

Ordered pre-hearing conference in proceeding re applications of Gulf Coast Bcstg. Co. (Docket 10559) and Baptist General Convention of Texas (Docket 10560), Corpus Christi, Tex., on July 14, 1953, at Washington, D. C.

By Hearing Examiner Thomas H. Donahue

Cal Tel Co., Sacramento, Calif.—Granted petition for leave to amend its application for CP for new TV station (Docket 10341, BPCT-1330) to provide more recent and complete balance sheets for two partners.

By Hearing Examiner Annie Neal Huntting

Anthony Wayne Bcstg., Ft. Wayne, Ind.—Granted petition requesting that record in proceeding re its application (Docket 10425; BPCT-1400) and that of Radio Ft. Wayne Inc. (Docket 10424; BPCT-1040) to be closed and that all proposed findings be ordered to be filed herein on or before Aug. 3, 1953; and stipulation agreeing to admission of document attached thereto and identified as Exhibit 50 for sole purpose of showing circulation of Ft. Wayne newspapers.

By Hearing Examiner Benito Gaguine

Queen City Television Co., Allentown, Pa. — Upon request of counsel for Queen City and upon concurrence thereto by Commission's Broadcast Bureau, hearing data was continued to 10:00 a.m., July 20, 1953 (Docket 10494).

By Chief, Broadcast Bureau

Upon request of Storer Company for extension of time until July 10, 1953, to permit filing of its comments in matter of amendment of Section I of Standards of Good Engineering Practice Concerning Standard Broadcast Stations (Docket 10509), extended to July 10 time for filing comments and to July 20 time for filing replies to such comments in this matter.

July 10 Applications

ACCEPTED FOR FILING

Modification of CP

WCAR Detroit, Mich., WCAR Inc.—Mod. CP (BP-5971) as mod., which authorized change in power and hours of operation from 1 kw D to 10 kw N, 50 kw D unl. time; installation of new trans. and DA ant. D and N (DA-2) and change trans. and main studio locations and MEOV, for extension of completion date (BMP-6252).

License to Cover CP

KERC Eastland, Tex., F. James Dabney, Bryant F. Craig, James C. Whittington, Allen D. Dabney Jr., d/b as Tri-Cities Bcstg. Co. of Eastland County, Tex.—License to cover CP (BP-8575) as mod., which authorized new AM (BL-5053).

WDLC Port Jervis, N. J., Robert G. Adams Jr., W. Stanley Buchler and William H. Ware d/b as Port Jervis Bcstg. Co.—License to cover CP (BR-8127) as mod., which authorized new AM (BL-5055).

WPFP Park Falls, Wis., Radio Station WIGM Inc.—License to cover CP (BP-8544) as mod., which authorized new AM (BL-5057).

KASL Newcastle, Wyo., Newcastle Bcstg. Co.—License to cover CP (BP-8605) as mod., which authorized new AM (BL-5058).

Renewal of License

Following stations have requested renewal of license:

KCID Caldwell, Ida., Caldwell Bcstg. Co. (BR-1543); KELK Elko, Nev., Elko Bcstg. Co. (BR-2179); KATO Reno, Nev., Sierra Bcstg. Co. (BR-1280); KVOC Casper, Wyo., KVOC Bcstg. Co. (BR-1330); KPOW Powell, Wyo., Albert Joseph Meyer (BR-1107).

Remote Control

Following stations have requested to operate transmitter by remote control:

KNEA Jonesboro, Ark., Radio Jonesboro Inc. (BRC-116); WCRA Effingham, Ill. Resubmitted (BRC-115); WFGM Fitchburg, Mass., The Wachusett Bcstg. Corp. (BRC-117).

APPLICATIONS RETURNED

Modification of CP

WAJF Decatur, Ala., J. B. Falt Jr.—Mod. CP (BP-8744) which authorized new AM for approval of ant., trans., and studio location as near 9th St. South and Summer Ave., Decatur, Ala.

License to Cover CP

WOOW New Bern, N. C., Craven Bcstg. Co.—License to cover CP (BP-8142) as mod., which authorized new AM.

Remote Control

KRUS Ruston, La., Clarence E. Faulk Jr. tr/as Ruston Bcstg. Co.—Application for remote control operation returned.

the GATES Announco-mote
Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.
Price $135.00. For immediate delivery.
GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

July 14 Decisions

BY THE BROADCAST BUREAU

Actions Taken July 10

Granted CP

WLCM Lancaster, S. C., Royal Bcstg. Co. Inc. —Granted CP to install new trans. and make changes in ant. system (BP-8909).

WMMW-FM Meriden, Conn., The Silver City Crystal Co.—Granted CP to install auxiliary trans. (BPH-1872).

Modification of CP

WDAN-TV Danville, Ill., Northwestern Pub. Co. —Granted mod. CP for extension of completion date to 12/10/53 (BMPCT-1220).

WLWD (TV) Dayton, Ohio, Crosley Bcstg. Corp.—Granted mod. CP for extension of completion date to 2/10/54 (BMPCT-1221).

WMGT (TV) North Adams, Mass., Greylock Bcstg. Co.—Granted mod. CP to change description of trans. site (not move) and studio location from "To be determined," North Adams, Mass., to "To be determined," Adams, Mass. (BMPCT-1194).

KLIR Denver, Colo., Denver Bcstg. Co.—Granted mod. CP for change in type of trans.; changes in ant. system and change in trans. and studio locations (BMP-6196).

WIZZ Streator, Ill., Streator Bcstg. Co.—Granted mod. CP for change in type trans. (BMP-6246).

WTUN Tampa, Fla., University of Tampa — Granted mod. CP for extension of completion date to 10/10/53 (BMPED-265).

Actions Taken July 8

Granted License

WRTI-FM Philadelphia, Pa., Temple University —Granted license for noncommercial educational station: 90.1 mc (Ch. 211) (BLED-131).

WILS Lansing, Mich., Lansing Bcstg. Co. — Granted license covering installation of old trans. as an auxiliary trans. (BL-5043).

Granted CP

KEYY Provo, Utah, Mid-Utah Bcstg. Co. — Granted CP to install new trans. (BP-8921).

Actions Taken July 8

Modification of CP

KHQ-TV Spokane, Wash., KHQ Inc.—Granted mod. CP for extension of completion date to 11/1/53 (BMPCT-1208).

KPIK Los Angeles, Calif., John Poole Bcstg. Co. —Granted mod. CP for extension of completion date to 12/15/53 (BMPCT-1213).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Granted mod. CP for extension of completion date to 10/12/53 (BMPCT-1206).

Following were granted mod. CPs for extension of completion dates as shown:

KANI Kaneohe, Oahu, T. H., to 9/16/53 (BMP-6230); WBEL Beloit, Wis., to 8/15/53, conditions (BMP-6242); WBRY Waterbury, Conn., to 8/1/53 (BMP-6244); WIL-TV St. Louis, Mo., to 9/27/53; KVOA-TV Tucson, Ariz., to 11/12/53 (BMPCT-1217).

Actions Taken July 8

Granted License

WJAC-TV Johnstown, Pa., WJAC Inc.—Granted license for changes in TV broadcast station—to change frequency, ERP, type of trans. and ant., and make other equipment changes (BLCT-132).

Modification of CP

WDON Wheaton, Md., Commercial Radio Equipment Co.—Granted mod. CP to change type trans.; conditions (BMP-6240).

Actions Taken July 6

Modification of CP

KPAL Palm Springs, Calif., Desert Radio and Telecasting Co.—Granted mod. CP for extension of completion date to 9/15/53 (BMP-6163) (condition).

July 14 Applications

ACCEPTED FOR FILING

Modification of CP

WAJF Decatur, Ala., J. B. Falt Jr.—Mod. CP (BP-8744) which authorized new AM, for approval of ant., trans. and studio location as Near 9th St., South and Sumner Ave., Decatur, Ala. (BMP-6254 resubmitted).

WEEU-FM Reading, Pa., Hawley Bcstg. Co.—Mod. CP (BPH-1802) which authorized changes in licensed station, for extension of completion date (BMPH-4832).

WRAK-FM Williamsport, Pa., WRAK Inc.—Mod. CP (BPH-1768) which authorized changes in existing FM stations, for extension of completion date (BMPH-4833).

WTUN-FM Tampa, Fla., University of Tampa.—Mod. CP (BPED-220) which authorized new noncommercial education FM, for extension of completion date (BMPED-265).

License to Cover CP

WFAH-FM Alliance, Ohio, Review Publishing Co.—License to cover CP (BPH-1836) which authorized changes in licensed station (BLH-905).

Renewal of License

Following stations have requested renewal of license:

KTYL-FM Mesa, Ariz., Harkins Bcstg Inc. (BRH-578); **KPHO Phoenix, Ariz.,** Meredith Engineering Co. (main and aux.) (BR-2004); **KDSH Boise, Ida.,** Boise Valley Bcstrs. Inc. (BR-1572); **KSEL Pocatello, Idaho,** Radio Service Corp. (BR-123); **KICA Clovis, N. M.,** Hugh Dewitt Landis and Ross B. McAllister d/b as Radio Station KICA (BR-807); **KGAK Gallup, N. M.,** Thunderbird Bcstg. Co. (BR-1275); **KOAL Price, Utah,** Eastern Utah Bcstg. Co. (BR-1015); **KSVC Richfield, Utah,** Sevier Valley Bcstg. Co. (BR-2232).

APPLICATION RETURNED

Modification of CP

WMDL Meyersdale, Pa., WJAC Inc.—Mod. CP (BP-8322) which authorized new AM station, for approval of ant., trans. location as on Highway toward Berlin, Pa., 0.25 mi. East of city limits of Meyersdale, Pa.

July 15 Decision

BY COMMISSION EN BANC

McFarland Letter

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Is being advised that application to increase power on 1290 kc from 500 w, D, to 1 kw, D, involves interference considerations which indicate necessity of a hearing (BMP-6222).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KBNZ LaJunta, Colo.; KCRE Crescent City, Calif.; KDDD Dumas, Tex.; KDLK Del Rio, Tex.; KFLD Floydada, Tex.; KLIZ Brainerd, Minn.; KLTI Longview, Tex.; KLVT Levelland, Tex.; KTEM Temple, Tex.; KTRC Santa Fe, N. Mex.; KTRM Beaumont, Tex.; KTSW Emporia, Kans.; KTTS Springfield, Mo.; KVFD Ft. Dodge, Iowa; KVOP Plainview, Tex.; KVOZ Laredo, Tex.; KVWC Vernon, Tex.; KWHI Brenham, Tex.; KXOX Sweetwater, Tex.; WBAT Marion, Ind.; WBIZ Eau Claire, Wis.; WBTH Williamson, W. Va.; WFTL Ft. Lauderdale, Fla.; WGYV Greenville, Ala.; WHAL Shelbyville, Tenn.; WICH Norwich, Conn.; WSLB Ogdensburg, N. Y.; WSTC Stamford, Conn.; WTCM Traverse City, Mich.; WTON Staunton, Va.; WTRR Sanford, Fla.; KREL-FM Baytown, Tex.; KEYL (TV) San Antonio, Tex.; KPRC-TV, KPRC-FM Houston, Tex.; KRLD-TV, KRLD-FM Dallas, Tex.; WCAU-TV, KA-5403, KA-5404 Philadelphia, Pa.; WFBM-TV Indianapolis, Ind.; WFIL-TV Philadelphia, Pa.; WOAI-TV San Antonio, Tex.; WPTZ (TV) Philadelphia, Pa.

July 15 Applications

ACCEPTED FOR FILING

License to Cover CP

WBHP Huntsville, Ala., Wilton Harvey Pollard. —License to cover CP (BP-8460), as mod., which authorized change in trans. and studio locations and change type trans. (BL-5062).

KVSA McGehee, Ark., Southeast Arkansas Bcstrs. Inc.—License to cover CP (BP-8317) as mod., which authorized new AM station (BL-5060).

WBLE Batesville, Miss., Panola Bcstg. Co.— License to cover CP (BP-8483) as mod., which authorized new AM (BL-5061).

KRSC Seattle, Wash., Washington Telecasters Inc.—License to cover CP (BP-8515) as mod., which authorized increase in D power and installation of new trans. (BL-5059).

Modification of CP

WNRI Woonsocket, R. I., Friendly Bcstg. Co.— Mod. CP (BP-8106) as mod., which authorized new AM, for extension of completion date (BMP-6257).

WOSH-TV Oshkosh, Wis., Oshkosh Bcstg. Co.— Mod. CP (BPCT-792) which authorized new commercial TV, for extension of completion date from 7/26/53 (BMPCT-1226).

Remote Control

Following stations have requested to operate transmitter by remote control:

KRUS Ruston, La., Ruston Bcstg. Co. (BRC-122); **WESK Escanaba, Mich.,** M & M Bcstg. Co. (BRC-113); **WHUN Huntingdon, Pa.,** The Joseph F. Biddle Pub. Co. (BRC-120); **KOCA Kilgore, Tex.,** Radio Station KOCA Inc. (BRC-119).

Renewal of License

KRUN Ballinger, Tex.—Amended to change applicants name to: Walter G. Russell, M. M. Rochester and J. W. Youngblood d/b as Runnels County Bcstrs. (BR-1601).

KSEL Lubbock, Tex.—Amended to change applicants name to: Walter G. Russell, Walter L. Hull, Mary Frances Hull, and M. M. Rochester d/b as Lubbock Bcstg. Co. (BR-1388).

Upcoming Events

July 23-26: National convention, American Federation of Radio & Television Artists, Roosevelt Hotel, Hollywood.
July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.
July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Oct. 1-8: National Newspaper Week.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

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Than Any Other 50 KWs
Station Covering the South

WCKY Cincinnati

XUM

Toward Needed Service

THE FCC last week realistically resolved—on paper—the problem of expediting television hearings in those pressure areas which need additional service most. It established flexibility where "manifest injustices" appear.

Thus, the Commission removed artificial roadblocks which would have stymied a number of important markets for many months, even years. There now will be two new processing lines, one covering cities with "no service," the other covering, in progression, markets with 1, 2, 3 or 4 stations. Every 60 days the list will be subject to change.

The new procedure is realistic because it deals in actual service on the air, rather than authorized service, i.e., construction permits. Moreover, the 40-mile outside station rule is eliminated; the degree of service is appraised on the basis of "on the air" facilities actually assigned to the city.

This introduces the kind of "looseness in the joints" that has been urged by Comr. John C. Doerfer, who brought a fresh viewpoint to the FCC. It evolves from plans previously espoused by Comrs. Robert T. Bartley and George E. Sterling. It introduces a rule of reason, rather than of the rigid yardsticks set up in the now superseded processing lines.

There's ample legal precedent for this. One of the reasons for having an administrative commission is discretionary power. If it were simply a matter of setting up rigid "traffic regulations," there would be no need for an adjudicatory body—a one-man board, as "chief of police" could handle the job.

This is not to suggest that the FCC should throw its controls to the winds. Either extreme should be avoided. We feel the FCC has thrown adequate safeguard around its new procedures.

The pressure points are known to the FCC. These are cities like Pittsburgh, Memphis, Miami, Milwaukee, St. Louis, Indianapolis, Jacksonville, Des Moines, Buffalo, Richmond, Providence, Oklahoma City and Tulsa, among others. By ear-marking particular markets for expedited hearings, the FCC's motivation is the need for service. We doubt whether there can be legitimate complaint.

As a trial balloon, this was done in Vermont, which had no in-state service. Not a murmur of opposition has been heard.

Black Look From Men in White

AN ETHICAL doctor, under the canons of the American Medical Assn., is not permitted to advertise. Hence, most doctors look at all advertising with a jaundiced eye.

The *Journal* of the American Medical Assn. is the exhaust valve for the medical men. It gets a lot of publicity mileage out of its editorial comments (and a lot of dollars out of its display linage).

The *Journal* currently is fulminating against commercials which depict doctors in white uniforms, pince-nez glasses and stethoscopes. It avers this constitutes misleading advertising, connoting medical approval of the claims made.

Newspaper and magazine ads use the same kind of graphic art. We even recall having seen ads in the *Journal* itself wherein a simulated doctor, white coat and all, exhorts the medical subscribers to prescribe the particular "ethical" preparation advertised. The "doctor" movies employ actors, and not necessarily medical school graduates, to portray doctors.

There must be a reason for the singling out of broadcast commercials for attack. Our educated guess is that its because in radio and television the effect is so much more intimate and effective.

And because of this the broadcast media have a greater responsibility. The phenomenal acceptance and power of television—the newest of the media—has resulted in statements in Congress that there should be a "continuing investigation" of the media.

Here's another assignment for the NARTB Code Review Board, which has been singularly effective in parrying the thrusts against television. Since its organization two years ago, this board has handled controversial matters from within and has had the wholehearted cooperation of television licensees. Based on past performance, we have no doubt that the board, at its September meeting, will review the complaint of the AMA, and perhaps call in kinescopes of the particular commercials which provoked the criticism.

We're disposed to prescribe "Rotcod," which, spelled backwards, is "doctor."

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Nope, Little Wolf . . . not gold this time. I'm doing a field survey for transmitter sites!"

An Archaic Rule That Hurts

AN FCC regulation prescribing strict standards of sponsor identification has come under justifiable attack in the past fortnight. The time is appropriate for a thorough review of an archaic rule that stems from an even more archaic section of the Communications Act.

The Act states that "all matter broadcast . . . for which service, money, or any other valuable consideration is directly or indirectly paid . . . from any person . . . shall, at the time the same is so broadcast, be announced as paid for or furnished as the case may be, by such person."

The FCC regulation interprets that to mean that the sponsor must be clearly named in any radio or television commercial. A few weeks ago a Washington attorney informally asked the FCC if "teaser" commercials which did not give the sponsor's name were permissible. The FCC's answer: No.

The unfortunate fact is that unless it wished to violate its own regulation, the FCC could not have given an affirmative reply. The rule binds the Commission unreasonably and should be rewritten to recognize contemporary advertising techniques. The original purpose of the rule was to smoke out the buyers of political time.

"Teaser" advertising is in wide use in all media. In principle it is ethical. Used properly, it is by no means deceptive. It is intended simply to arouse advance public interest in the more detailed advertising messages that are to come.

To deprive the broadcast media of an opportunity to carry such material is to handicap them unfairly in their competition with other avenues of advertising. It cannot be argued that such restrictions are in the public interest, for the public interest is served rather than disserved by ethical advertising.

Yet there is no doubt that the FCC rule is working to the detriment of radio and television. For that we have the testimony of the Fitzgerald Advertising Agency, New Orleans, agency for Jax beer which has said that it will be forced to pull a substantial budget from radio-TV if it cannot use teaser commercials for Jax [B•T, July 13].

It is true that in recent years the FCC has not been aggressive in policing its regulation on sponsor identification. But if a violation were presented to the Commission, it would have no choice but to adhere to its rule.

The very fact that the FCC, as currently composed, has not exerted itself in this respect suggests that the present members might be receptive to argument in favor of modernizing this regulation. There is always the possibility that a future Commission might be seized with a recurrence of Blue Book fever. It is obviously essential to have a less rigid sponsor identification regulation on the books, and there is every reason to believe the FCC would be amenable.

Talk about a pushover!

. . . . . that's just what your sales problem is for the WLW-Stations. They're famous for bulldozing the stubbornest sales to success because only the WLW-Stations have the Client Service Department composed of advertising and merchandising specialists who study and solve your sales problem.

And the WLW radio and television stations have the coverage over 1 10th of America millions of ready-to-buy people who see and hear about your products daily. What's more, the WLW programs on both radio and TV are packed with popular, professional talent to put over your sales message.

So why let sales stumps stand in your way. Get at your problems with WLW-Stations and watch your sales grow and your problems go.

as your ad dollar is handled, so your sales message goes over

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